



Welcome to The Costco Connection Online Edition and Newsstand Edition

Digital editions of *The Costco Connection* and other Costco publications are available in the *Online Edition* and in the *Newsstand Edition* available for mobile devices.

The *Online Edition* opens to the current issue, with back issues found under the Back Issue tab and "*The Costco Way*" cookbooks under the Resources tab.

The Newsstand Edition opens to the current issue in a library populated with a mix of back issues and "The Costco Way" cookbooks.

Reader Survey: Complete a brief survey and enter a drawing for a Costco Cash card. Our reader survey is open to all *Connection* readers looking to weigh in on our content or on Costco in general; or email your comments anytime directly to *connection@costco.com*.

Advertising information: Media Kit (lite) BPA/ABC

Other resources:

- Special Events at Costco locations in your region
- Kirkland Signature™ Wine Connection

 Quarterly updates about the Kirkland Signature family of beer, wine and spirits at Costco
- Costco Beer, Wine and Spirits Locator
 State-by-state look at what types of alcoholic
 beverages are sold at different Costco locations
- Costco Business Centers Locator Including hours of operation and special business-center events



Mobile resources

Have you downloaded the free *Costco Connection Newsstand Edition*? It's a tablet-friendly way to take *The Connection* with you when on the go, and delivers the current issue as well as access to dozens of back issues and cookbooks. It's available for tablets and smartphones at the Apple and Google Play app stores.

And don't miss the official **Costco App**. This free app is the best way to manage all things Costco: from maps to all Costco locations and online shopping to coupon delivery, photo orders and QR-code scanning. It's available at the Apple and Google Play app stores.

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* Estimated savings are calculated over a 7-year period and are based on a comparison of lender fees, rates and points expressed as an Annual Percentage Rate (APR) of 4.125% for a \$250,000 30-year fixed rate loan with a LTV-80, comparing loans obtained by Costco members through First Choice Lenders from Dec. 1, 2010, to Sept. 30, 2012, to the APR average of national mortgage lenders in a comparative study conducted by Informa Research Services, Inc. Individual savings may vary based on credit score, LTV, location and loan amount.

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Costco Travel helps members
get where they need and want
to go, with style and value.
BY SHERRIE NEWMAN
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BY DEBRA PRINZING

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Grad cakes
A graduation celebration is incomplete without cake, fresh from the Costco bakery.
BY HANA MEDINA

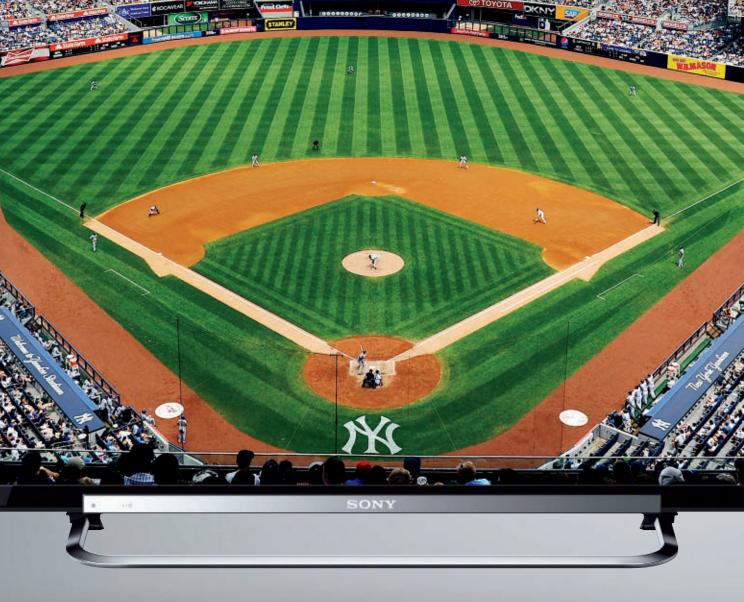
57 Pet-friendly hotels

More hotels and resorts are catering to pet owners and their furry charges.

BY ALICE SHAPIN

SPECIAL SECTION
SUMMER
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3 ways to interact with The Costco Connection

1. Engage with our interactive print issue

This option provides a way to view digital enhancements directly from the print edition through a technology known as digital watermarking (more information on page 23).

Look for the **mobile icon** (right or similar image), which indicates additional content including videos, surveys, giveaways and more.



Ads with digital enhancements display a universal "play" button (right).



Instructions

- 1. **Download** the free Digimarc Discover app from the iTunes or Google Play app stores.
- 2. Hold your device four to six inches above the watermarked image or icon and let your camera focus.
- 3. Wait for the sound—the digital content will appear.

2. Browse the Online Edition

If you have a computer with an Internet connection, you can view The Connection's Online Edition on Costco.com by searching "Connection."

Those reading the print edition can scan watermarked pages with the Costco app. Readers using the digital editions of the magazine can click on the icons and play buttons.

3. Take *The Connection* on the go

For tablets and smartphones, download the mobile app, The Costco Connection, from the iTunes or Google Play app stores.

DIGITAL CONTENT

Readers will find dozens of digital enhancements throughout this magazine, including:

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BY TRACY SCHNEIDER

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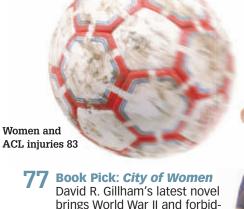
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brings World War II and forbidden love to frightening life. BY MATTHEW ROBB

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83 Protecting the cruciate ACL injuries are more prevalent with female athletes. Taking steps toward prevention is key to avoiding serious injury. BY ANDREA DOWNING PECK



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from the publisher's desk

Ginnie Roeglin

SUMMER IS RIGHT around the corner, and this issue is filled with articles that will help you prepare for an active summer. You can view additional content and videos by using your smartphone or tablet to scan pages marked with our digital icon. Be sure to first download the Costco app, which includes a digital scanner, from the Apple or Google Play app store (see pages 5 or 23 for more info).

If you are planning a family vacation, look no further than Costco Travel, featured in our cover story beginning on page 32. As general manager Peter Gruening explains, Costco Travel is dedicated to providing great quality vacations with the value and service our members expect.



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.

Costco Travel offers vacation packages to popular destinations, including Disney theme parks, Hawaii, Mexico, the Caribbean, South Pacific islands, Europe and even exotic trips, such as the South Africa Culinary Safari Tour and Gourmet Getaway featured on page 102. If you'd like to see a lot of sights without packing and unpacking daily, you might enjoy one of our cruise vacations, with destinations all over the globe. We offer cruises on all kinds of vessels, from some of the largest ships down to small riverboats. Costco Travel also offers the lowest prices on rental cars for your vacation or everyday business travel. To book your next trip, click on "Travel" at the top of the Costco.com home page or call 1-877-849-2730 to speak to one of our travel experts.

Our Summer Recreation special section, beginning on page 39, offers tips for safe and fun family vacations, plus articles about capturing your memories in videos and photos, traveling with your pets, kayaking destinations, choosing the right bike and more. If you still need some inspiration to get you moving this summer, you'll surely find it in our story on page 42. Disabled Costco members, including Kirk Bauer, who lost a leg in Vietnam, and our own Josh Wheeler, a Costco employee in Utah, are pushing their limits and inspiring us all by climbing mountains and playing tennis, soccer, rugby and more.

We honor all our veterans this Memorial Day and give our heartfelt thanks for their service and the sacrifices they and their families have made to keep our country safe. Last but not least, Happy Mother's Day to all moms on May 12!



David W. Fuller is Assistant Vice President, Publishing, and

from the editor's desk

David W. Fuller

THIS MONTH The Connection is expanding its food coverage by adding "For Your Table" (see page 73). This monthly page or two will feature Kirkland Signature™ and branded food items you can find on our shelves and in the deli cases and freezers. "For Your Table" complements our monthly two-page Creative Cooking department, which provides recipes using many of those same foods.

This new department may include a recipe or two occasionally, but its focus will be on the work that goes Editor of The Costco Connection. into developing our food programs. "Programs?" you ask. As with all products Costco sells, we make decisions on

which items to carry based on a number of issues. We do not look solely at how our food items taste or what they cost us to buy from the producers; we look at the totality of the growing and manufacturing processes, packaging, distribution and marketing, as well as the crucial elements of safety, health and nutrition.

Judgments about all of these factors are made by the team of buyers for the category in which the food item falls: meat and poultry, canned goods, deli items, etc. These buyers in our corporate and regional offices around the world spend a lot of time in the field (literally at farms, orchards and the like), processing plants and testing facilities, including our own quality-control lab (see Buying Smart on page 98). They consider all of the logistics of getting a food product from its point of origin to our locations in safe and fresh condition. And they make sure the value equation meets our demanding requirements.

As you enjoy a meal built around one or more of the recipes in our food pages, you might raise your glass (a Kirkland Signature Chardonnay?) to toast our intrepid food buyers, who seem to be part botanist, part logistics expert, part marketing guru—and entirely dedicated to providing the best possible experience you can have "for your table."

Magnesium is

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Magnesium plays a role in (1-4)

Cellular Energy Production Electrolyte Balance Nervous System Stability Muscle Relaxation Heart Rhythm Brain Function Bone Health

What is magnesium?

Magnesium is an essential nutrient for the body that many scientists believe is one of the most important nutrients for human health. Magnesium is a major mineral, meaning it exists in your body in significant amounts – it is the fourth most abundant mineral in the body.

Magnesium may be the most overlooked—but most vital nutrient in human health.

What is magnesium for?

Magnesium is a multifaceted, multitasking nutrient that has far-reaching effects and is vital for the proper functioning of every cell in the body.

Scientists are finding that the health benefits of magnesium have been vastly underestimated. It's hard to fathom that one nutrient can play so many varied and important roles in the body, but, yes, magnesium is a superstar powerhouse nutrient that is ready to step into the limelight.

There is a large and rapidly growing body of literature on how magnesium plays an important role in the structure and function of the body. In addition to supporting bone health and other structural components of the body, magnesium also participates in over 300 different biochemical reactions that affect every cell in the body.

Magnesium plays a critical role in energy production, central nervous system function, and is vitally important to the electrolyte balance of cells, including the brain, heart, muscles and other organs. This nutrient helps keep the heart rhythm steady, muscles functioning properly, and plays a crucial role in cellular energy production. Overall, magnesium is essential for optimum health. ¹⁻³

How many people are deficient in magnesium?

Here is a staggering health fact from the government: **Approximately 50% of the U.S. population consume less than the required amount of magnesium for health.**^{4,5} This inadequate intake applies to all Americans – regardless of age, gender, race, education or economic status.

Because magnesium is vital to so many functions in the body, this suboptimal intake of magnesium has many scientists and healthcare professionals concerned.^{5,6}

What are magnesium sources?

Green leafy vegetables, legumes, nuts, whole unrefined grains, seeds and dried fruits, such as figs, apricots and dates, are good sources of magnesium. However, the modernization of food has led to a decrease of magnesium, making it important to eat these foods on a consistent basis.^{7,8} Government data shows approximately 50% of Americans are not meeting their magnesium needs. Because magnesium is involved with hundreds of crucial functions throughout the body, low magnesium intake may have significant consequences. For those who are falling short in their diet, magnesium supplementation may be recommended to fill in the nutrient gaps.⁶

Carroll Reider, MS, RD
Director, Scientific Affairs and Nutrition Education

Warning: If you have kidney disease (renal failure), check with your Health Care Provider before taking any magnesium products.

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DIALOGUEletters



Debate goes on

In response to the April Debate, "Are vehicle black boxes a good idea?"

YES. I think anything that improves safety is worth it.

> Cheryl Raborn Junction City, Kansas

NO. Increased data lends itself to a greater opportunity for misinterpretation. "There are liars, damn liars, and statistics."—Mark Twain Tom Dillon San Antonio, Texas

Member comments

Rotary engine

[Regarding] your article about the Bill & Melinda Gates Foundation ["Game changers," April 2013], in 1985 Rotary teamed with the World Health Organization with a goal to eradicate polio. At that time there were 1,000 children around the world being paralyzed by polio every day. By 1994, the Americas were certified polio-free. But Asia and Africa remained difficult to control.

In 2009, the Bill & Melinda Gates Foundation proposed a \$255 million matching grant to Rotary. This year, to date, there have been only 16 new cases of polio, in three countries in the world. As a Rotarian, I am grateful to the Foundation for their support that has made this progress possible.

> Marilyn Raymer Ocean Park, Washington

Self-check

Thanks for the article bringing attention to testicular cancer ["Young man, examine thyself," April 2013].

[However], you left out the most important part: the actual procedure for men.

Here is a website that explains the procedure in detail: http://kidshealth.org/teen/ sexual_health/guys/tse.html.

> Rick D. Palm Beach Gardens, Florida

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Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in The Connection. Please include your full name and phone number or address. Send an email to dialogue@costco.com; or write to: Dialogue, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.





Tablet or smartphone? Scan or click here to fill out the survey. (See below for scanning details.)

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Watermarks and advertising in The Connection

To read digital watermarked content available in select articles and ads, download the newest free Costco app for Apple devices at the iTunes app store, or Android devices at the Google Play app store; then scan as directed in the magazine.





- All ads indicate whether a product is available in the warehouse, on Costco.com or both.
- Products are scheduled to be available during The Connection's month of publication and are noted as in warehouse "early in month" (1st to 10th), "mid-month" (11th to 21st) or "late in month" (22nd to 31st).
- Shop early in the month for best selection on seasonal items.
- Costco.com carries few of the products available at the warehouses, but offers 3,500 additional items, including line extensions and supplemental products.
- Prices are usually not listed because they have not been finalized at the time of printing and may vary from one part of the country to another due to shipping costs. We hope members know to check Costco first when comparison shopping.
- To keep prices low, Costco does not offer a telephone service allowing members to call in for prices or product availability.

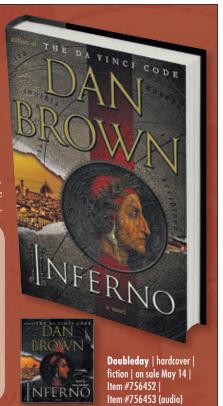
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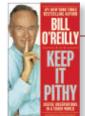
In his riveting new thriller, international best-selling author Dan Brown takes his hero—Harvard professor Robert Langdon—back to the heart of Europe, where he grapples with an ingenious riddle that has been masterminded by a daunting adversary. Drawing from Dante's dark, epic poem, Langdon races against time before the world is forever altered.

COSTCO HAS 50 signed copies of Inferno to give away. To enter, go to Costco.com, search for "DanBrown" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: Dan Brown, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088.

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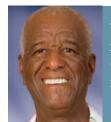
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WALLY AMOS: BE POSITIVE



Wally Amos is the founder of Wamos Cookies. You can reach him at www. wamoscookies.com.

You never know

LIFE CONTINUES TO demonstrate that things are never as they appear to be—they are always more. The following story is confirmation.

Once upon a time, two friends set out early for a much-anticipated fishing trip. Their plan was to drive to the seashore, meet with buddies who owned a boat and sail off for the day.

Before long a tire blew. Fixing the flat put them a half hour behind schedule, but they figured their friends would wait, and off they went again. Eager to make up time, they sped on, past a cop with a radar gun. The ticket cost them 50 bucks plus 45 minutes.

They had just convinced themselves that, because they were bringing the food and drinks, their friends would wait for them, when the fan belt snapped.

Two hours, one tow and an expensive repair later, one said despondently, "I know they wouldn't have waited this long. Let's just cut our losses and go home."

His friend said, "Nah, I always finish what I start. Let's just go on and see for sure."

He convinced his disappointed pal, and they continued to the meeting place. Sure enough, the pier was deserted, the boat slip empty, their buddies gone. The first guy said, "See? I told you. It was just a waste of time coming here. The perfect ending for a failed morning."

His friend was on the point of agreeing when they heard faint voices calling out in the distance. It didn't take them long to discover a couple of little boys who'd been playing in the surf nearby and gotten sucked out by a strong current. Our friends were both lifeguards, and were able to reach the boys just in time to save their lives. The perfect ending for a loused-up morning.

It doesn't take a brain surgeon to get the point of this story: If everything had gone as those guys had hoped, they'd have been long gone when the two little boys needed them. Things happen for a reason. We may not understand at the time just what that reason is, but we must have faith that we are all part of a larger plan. We need to be more accepting of the things that happen in our lives and trust that they are neither good nor bad, but instead are purposeful experiences constantly moving us on our way to being the very best that we can be. Every breath is a blessing.

More in archives
On Costco.com, enter
"Connection."At Online Edition,
search "Wally Amos."



IF YOU ARE a veteran and own a small business or are contemplating starting one, there are resources available to assist you. Here's a sample, compiled by America's Small Business Development Centers (SBDCs).

- Arizona SBDC Network, Veterans Assistance Portal, www.azsbdc.net/specialprograms/veterans-assistance
- Arkansas Small Business and Technology Development Center, arkansasveteran.com
- California-San Diego and Imperial Regional Network SBDC, San Diego Center for International Trade Development, Services for Veterans, www.sandiegocitd.org/?q=veteran_services
- Kentucky SBDC, kyvetbiz.com
- Maine SBDC, Veterans Business Initiative, www. mainebusinessworks.org/ veterans
- New York State SBDC, Veterans Business Services, www.nyssbdc.org/services/ veterans/veterans.html
- Virginia SBDC Network,
 VETBIZ Resource Center,
 www.vetbizresourcecenter.com
- Business Development, www. sba.gov/vets. OVBD serves the veteran entrepreneur by formulating, executing and promoting policies and programs of the agency that provide assistance to veterans seeking to start and develop small businesses.
- Patriot Express Loans, www. sba.gov/patriotexpress. Loans up to \$500,000, from the SBA's network of participating lenders, can be used for most business purposes, including start-up, expansion, equipment purchases, working capital, inventory and business-occupied real estate purchases.

For more resources for veterans, as well as all entrepreneurs, visit *asbdc-us.org*.

Excellent companies, stupid moves

EVEN THE BEST companies and organizations can get in their own way. Costco member Neil Smith, the chief executive officer of Promontory Growth and Innovation (www.promgrowth.com), focuses on this in his book, How Excellent

Companies Avoid Dumb Things: Breaking the 8 Hidden Barriers That Plague Even the Best Businesses (Palgrave Macmillan, 2012), written with Patricia O'Connell.

"Companies need to understand ... what barriers they have, why they exist, and how they can be removed," Smith writes. Are any of the following barriers hindering your company?

Avoiding controversy. Humans naturally avoid controversy, so when there is disagreement, decisions are not made.

Poor use of time. People prioritize their time badly or naturally procrastinate, both of which leave important things not done.

Reluctance to change. Fear of the unknown typically drives this barrier and, as a result, things stay the same.

Organizational silos. Close coordination and cooperation across silos (units or departments within an enterprise) is required to make decisions and implement them. When information does not flow freely, or when there are misaligned priorities, things do not get done.

Management blockers. Some people deliberately avoid decisions or prevent them from being made because they won't like the outcome, they are competing with the person proposing the change or the decision might reflect badly on them.

Incorrect information or bad assumptions. When decisions are based on assumptions rather than facts, or when information is hard to get, wrong decisions are often made.

Size matters. Companies do not typically amend processes to account for small customers or small transaction sizes, making them unprofitable.

Existing processes. It is difficult, if not impossible, to change existing processes even if they become outdated or broken. This is usually because there is not a process to change the process, and any change involves gaining the attention of too many people.



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Don't get mad; get results



David Horowitz is a leading consumer advocate. David's daughter Amanda Horowitz is the CEO of Fight Back! and co-founder of FightBack.com. Email David and Amanda at info@ fightback.com.

HOW MANY TIMES have you felt ripped off by a business but you didn't do anything about it? If you're aware of your rights, persistent and able to communicate clearly, you have the power to get results. Consumer complaints are more often caused by misunderstandings or mistakes than by deliberate fraud. The most effective way to take action is to put your complaint in writing. Here are some tips you can use to master the art of writing an effective complaint letter,

Keep your letter brief. Two or three paragraphs is a good length. Explain exactly what happened chronologically, including dates, company employee names, product details, and locations.

Be businesslike. Stick to the facts. Avoid harsh or abusive language. If you want to be heard and listened to, it's best to be poised. Don't use potentially libelous words like "thief" or "crook." You want to come off as a dissatisfied customer, not a nut case. Remember, your letter is on record and you don't want to put anything in writing that could be used against you later.

Don't cc the world. Give the company a chance to resolve your complaint before you involve another party. Screaming foul to a dozen different government agencies and consumer protection organizations will weaken your opportunity to resolve the matter with your initial letter.

Ask for what you want. Don't wait for the company to make an offer. Tell the company what you would like it to do for you. Be reasonable with your requests.

Set a time limit. Ask the company to reply to you by a certain date. Two weeks (10 business

Tablet or smartphone?
Scan or click David and Amanda's photo to watch a classic Fight Back! clip. (See page 5 for details.)

days) is usually reasonable. With some businesses it may take longer. Be patient.

Show proof. Back up your claim with documentation. Enclose copies of receipts, sales slips, invoices, warranties, contracts, proof of purchases, correspondence, advertisements and anything else of relevance that supports your claim. Never send original documents. Put your name, contact information and account number (if applicable) on every page you include so no pages can be lost. Keep your original documents in your files and update them with notes and additional paperwork as your claim progresses.

Cite a statute. If you believe a company violated a law or regulation, let it know. But be sure the information you present is correct. The last thing you want to do is to undermine the credibility of your claim with inaccurate information.

Go to the top. Find out who handles consumer complaints at a corporate level and send your letter directly to that individual. You can usually find his or her contact information on the company's website.

Send certified mail. Sending correspondence by certified mail shows the company you mean business. It also gives you a receipt for your files to show that your letter was received and by whom.

Take additional action. If you have a valid claim, give the company a fair shot at settling it, and if for some reason you're getting the runaround, your next step is to decide on further action. That could mean contacting a consumer protection organization, regulatory agency or occupational licensing board, or taking your claim to the legal system.

Follow up with the company. Let it know you intend to pursue the matter with the appropriate party. Don't make threats you don't intend to carry out. And don't just drop the name of any organization or agency you can think of. Research the agencies that deal with your particular type of complaint. You can find information on consumer organizations and government agencies at www.usa.gov. Your state or local consumer protection office can help you identify an appropriate licensing agency. If you need an attorney to advise or represent you, contact your state, county or city bar association.

Please note that we at Fight Back! are not licensed professionals in any field. If you are seeking advice, you should consult with your own licensed professional. We do not assume any liability or responsibility for the interpretation, application or accuracy of any information provided.

Tip from Fight Back!

Fighting back against postal crime

EVER WONDER HOW the U.S. Postal Service (USPS) protects your personal information when you send it in the mail? The USPS backs its mail operations with its own federal law-enforcement agency: the U.S. Postal Inspection Service (USPIS). As the law-enforcement, crime-prevention and security arm of the USPS, the USPIS ensures that postal customers can entrust their correspondence

to the mail.

Postal inspectors are federal law-enforcement officers who carry firearms, make arrests and serve federal search warrants and subpoenas. These fact-finding and investigative agents reported 7,845 arrests and indictments related to postal crime in 2012. Topping the list were crimes such as mail fraud, dangerous mailings and child exploitation.

To Fight Back! and report postal crime, call the USPS at 1-877-876-2455.

#Fight Back gets social

WHAT DO YOU do to be a proactive consumer and effect positive change in the world? What do you believe in? What do you Fight Back for?

Send us your photos, videos and comments on Facebook, Instagram and Twitter, marked #IFightBack #Costco#Consumer#Connection, and we'll retweet them to and share them with the entire Costco community.







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Have a question for Fight Back?

Just log on to www.fightback.com or email info@fightback.com. Questions and answers of the greatest interest to Costco members will be used in this column (with the permission of the contributor) and will be posted on www.fightback.com.

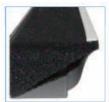
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Suze will answer selected questions in this bimonthly column.

She regrets that unpublished questions cannot be answered individually.

Suze Orman's TV show airs Saturday nights on CNBC. Suze can be contacted at www.suzeorman.com.



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Your retirement checklist, by the decade

By Suze Orman

BASED ON THE questions volleyed to me by *Costco Connection* readers, issues related to retirement are what's front and center for most of them. So for this column I am going to break with my standard Q&A format and share my retirement do's and don'ts.

In your 20s and 30s

Don't waste time. Right now you possess one of the biggest investment advantages there is: time. Money you save today will be able to compound for decades. Delay saving until you're in your 40s and you've squandered your time advantage and will have to save much more than if you diligently start saving right now.

Pocket the maximum match. If your employer offers a matching contribution to a 401(k) or other retirement plan, you are nuts to pass it up. That's free money. Always contribute enough to qualify for the maximum employer match. (And see my next tip for what to do after that.) If your employer offers a Roth 401(k), check it out: You don't get a tax break on your contributions, but all withdrawals in retirement will be 100 percent tax free.

Fund a Roth IRA. After you've contributed enough to your company plan to get the maximum match, or if there's no match, switch your focus to funding a Roth IRA. This year anyone under the age of 50 can contribute up to \$5,500. Set up an automatic monthly or quarterly transfer from your checking account into a Roth to ensure you follow through on your good intentions.

In your 40s

No kidding around. For those of you with school-age kids, your 40s are typically when you start sweating how you'll pay for their college. If you truly love your kids, their college planning should take a backseat to your retirement planning: If you aren't on track with your retirement savings, you are not to save a penny for the kids' college costs. Your kids can borrow for college; you can't borrow for retirement.

Keep the pedal to the metal. By now you should be depositing a minimum of 10 percent of your annual income into retirement accounts. If you didn't start saving in your 20s, push yourself to get to 15 percent.

Roll over your old 401(k)s. I bet you've changed jobs once or twice, but your 401(k) is still back at the old job. That can be a costly mistake. You can likely reduce your investment expenses by doing what is called a direct 401(k) rollover: Move your 401(k) to a discount brokerage or fund company that gives you access to super-low-cost exchange-

traded funds (ETFs). Plenty of ETFs charge an annual expense ratio of less than 0.25 percent a year. That can be a full percentage point less than what many mutual funds inside 401(k)s charge. Saving 1 percent or so a year can translate into a retirement account worth tens of thousands of dollars more come retirement.

In your 50s

Consider accelerating your mortgage payments. If you plan to live in your current home through retirement, a smart strategy is to get your mortgage paid off before you stop working. It's one major monthly expense you will be so glad you don't have to worry about once you are retired.

No early withdrawals. Reducing your retirement assets in your 50s can be very dangerous if you live well into your 80s or 90s. And that's what you should be planning for, given our expanding life expectancies: Half of today's 65-year-olds will be alive (and needing retirement income) into their mid-80s, and beyond.

Size up long-term-care (LTC) insurance. I encourage everyone to look into LTC insurance, and, if you're interested, to purchase it sooner rather than later. Wait until your late 50s or 60s and you might have a preexisting condition that precludes you from getting a policy, or you may find the premiums too costly.

In your 60s

Play the waiting game and get a Social Security check that is worth 76 percent more. When you turn 62 you are eligible to start collecting your Social Security retirement check. But you need to understand that the longer you wait to start, the bigger your benefit will be. Wait until what the Social Security folks call your full retirement age (somewhere between age 66 and 67, depending on your year of birth) and your benefit will be 25 to 30 percent higher than if you start at age 62. And if you can manage to wait until age 70 to claim your benefit, it will be 76 percent higher than at age 62. Sure, you could take the benefit early and invest the money, but you'll have to take on plenty of risk to earn those high returns. Social Security's higher benefits for delaying are 100 percent guaranteed.

One smart strategy for married couples to consider: Have the higher earner delay while the lower earner can claim earlier to generate income. You can learn more about claiming strategies at the AARP website (www.aarp.org; search "claiming strategies"). AARP also offers an on-line calculator to help you estimate your Social Security benefits, under "Social Security."

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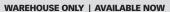
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A once-exclusive flower comes home

By Debra Prinzing

THE ORCHID WORLD used to be the exclusive domain of collectors who spent hundreds of dollars to acquire and maintain each rare floral specimen. Now, thanks to new breeding technologies, orchids are an accessible and affordable indulgence for everyone who wants to bring beauty into his or her home.

Orchids have intricate flowers that look as if a large spider, moth or butterfly has landed on the plant's slender, arching stem. During the late 18th and early 19th centuries, explorers brought back orchids to Europe, where wealthy collectors displayed these botanical wonders in glass conservatories.

Today, according to experts, while orchids look delicate, many varieties are easy to grow.

"You can walk out of the store with an orchid plant for \$10 or \$20," says Ellen Zachos, a New York-based indoor-plant expert and author of *Orchid Growing for Wimps*. "It feels like a luxury item, even though it isn't."

"Orchids come in all shapes, forms and sizes," points out award-winning orchid enthusiast Joe Dixler. "There are ones you have to use a magnifying glass to see, and there are orchids that are quite large in size."

The *Phalaenopsis* (fayl-eh-NOP-siss), or moth, orchid is one of the best orchids for beginners because it is inexpensive and undemanding. "It is an extremely easy orchid for anyone to grow in their home," Zachos says.

Intricate, alluring and uncommonly

The Costco Connection

Costco members will find a variety of potted orchids as well as cut flowers at their local Costco. Cut and potted flowers are also available at Costco.com. beautiful, orchids might take over your life, says Dixler, who tends to his orchids in a 1,000-square-foot greenhouse in Highland Park, Illinois.

What is an orchid?

Many orchids, including *Phalaenopsis*, are epiphytic, which means they draw moisture and nutrients from the air; others, such as *Cymbidium*, a winter-blooming orchid, are considered terrestrial, which means they grow in soil.

A number of today's orchids are bred in state-of-the-art nurseries using tissue culture, a special genetic method. Thanks to these innovations, orchids are less costly and more dazzling than ever before. The *Phalaenopsis* palette is almost infinite in scope, with spots, speckles and a kaleidoscope of colors, including yellow, pink, purple, white, peach and orange.

How to choose an orchid

When selecting a *Phalaenopsis*, look for one or two open flowers at the stem's tip, with several tighter buds arranged farther down that stem. "I never buy an orchid that has all of its flowers open," Zachos says. "I like knowing those buds hold the potential for a really long bloom period." Some orchids have double spikes (stems). This means twice as many flowers on one plant.

Care and feeding

Phalaenopsis orchids are happiest with indoor temperatures between 60 and 70

degrees F, which is the range inside most homes. The plants are generally potted in sphagnum moss, although some growers use a bark-like medium. Moss holds moisture much longer than you might think, says Zachos.

More of us kill orchids by overwatering than by neglect, she adds. "Orchids are practically succulents, and they might not need water for 14 days."

When your plant is ready for a drink, place the pot in a sink filled with water, almost to the rim. "Make sure to get the moss completely wet," Dixler advises. After excess water drains away, use a saucer or decorative container to keep drips off your coffee table. In your home, set the plants on trays of gravel, partially filled with water, to create a humid microclimate around the orchid.

Help orchids rebloom

There are several ways to encourage orchids to flower again. Most experts advise cutting back the stem to about 1 inch from where it emerges from the base leaves and placing the plant in a bright, north-facing window. Temperatures near the window will be lower, tricking the orchid into a dormant period. Eventually, a new spike will form, followed by buds. Well-grown plants can flower often, but orchids generally bloom in late winter through spring.

Dixler feeds his plants with a half-strength orchid fertilizer each time they are watered. But if you forget to add fertilizer, don't worry, Zachos says. "I know you're supposed to, but I get good reblooms even if I don't fertilize," she reports. "If you give your orchid the light it needs and repot it every two to three years, it will do its job and bloom."

A growing passion

When you bring an orchid home, be prepared for the possibility that you will soon want more than one, warns Dixler. He should know. He owns 3,500 varieties. "It just becomes rather addictive," he jokes. "Once you get six orchids, you're hooked."

Costco member Debra Prinzing, www.debra prinzing.com, is a Seattle-based outdoor-living expert and author.



Tablet or smartphone?

Scan or click here for a video with tips on taking care of orchids. (See page 5 for scanning details.)

THE DECISION to include golf in the 2016 Olympic Games has reignited a controversy over whether golf really is a sport.

Proponents say that golf meets the dictionary definition of "sport;" it requires physical exertion and coordination and it's recognized as a sport by athletic associations, fans and the media.

Opponents argue that golf's 112-year absence from the Olympics was for a good reason: It does not require rigorous physical exertion—or even physical fitness—and it better fits the description of a game, not a sport.

What do you think?





Find out more about this topic on the Web (search: "Is golf a sport?"):

- www.procon.org
- www.huffingtonpost.com
- www.homertribune.com

from members:

Shawn Lovins Miramar, FL



Golf has playoffs just like other sports, and it really takes great skill and coordination to win.

Atul Paradkar Mason, OH



It requires rigorous physical fitness and coordination of body, arms and different muscles. Mental

toughness is most important to win, similar to other sports.

Peter Suarez Bronx, NY



Any activity that needs accuracy, skills and could be considered competitive should be a sport.

from members:

Nikki Carter Hampton, VA



Because of the lack of rigorousness and physical fitness.

Ray Ticer Hillsborough, CA



Golfers just walk around. It's not a team effort. It's like shooting pool.

Elaine A. Larson Waconia, MN



Using a golf cart to get from one hole to another is barely exercise. Perhaps the biggest reward

of golf is frustration—only raising your blood pressure.

from an expert in the field:



Neil Wolkodoff, program director for the Denver Center for Health & Sport Science (*www.denverchss.com*), has performed a number of studies on golf and is the author of *Core Powered Golf* (Kickpoint Press, 2000).

IF YOU REMEMBER golf tournaments from the 1960s, it appeared then that being out of shape, smoking cigarettes and consuming cocktails were part of

the golf culture and golf play. As in every other sport, however, golfers have determined that better performance comes from treating the game as a sport and training accordingly. While the equipment is better, the real reason for the lower scores and longer drives is that the bodies of the tour players are better.

Compared to the punishment and exertion of boxing, golf doesn't appear to be a sport because the physical effort is spread out over five hours, not divided into intense rounds of three minutes of maximum effort. During 18 holes of golf, you are likely to burn upwards of 1,500 calories, no small amount of energy.

Also during the round, your heart rate will get into your aerobic training zone, and on occasion even go above this level. So, golf takes both general and sprint endurance to play really well; it's simply not a game of skill without a physical base.

From a strength perspective, golf uses every

muscle in the body to swing in a fluid, graceful movement. It is essentially a highly developed skill that relies on physical conditioning to be powerful and repeatable. If that weren't true, tour players would not be pursuing full-time conditioning programs.

Additionally, other evidence suggests a direct link between certain physical abilities and golf performance. According to one study, golfers 40 and older lose distance because they lack core strength and the ability to rotate the spine to generate club-head speed—further evidence that golf is a sport with skill and conditioning being linked.

Ask any golfer who has played golf for three or more days in a row how his or her body feels. Chances are that golfer is sore in various spots, tired and feels less than 100 percent. Physical conditioning helps golfers play better, and just playing golf on a regular basis burns enough energy that it contributes to weight loss, weight maintenance and good health.

Yes, golf is different from basketball or football, yet it is a sport. Just ask any professional athlete who has tried to master golf; he or she will tell you it is a difficult and physically demanding sport.

DEBATE RESULTS Are vehicle black box

Are vehicle black boxes a good idea?

APRIL

34% YES 66% NO

Percentage reflects votes received by April 17, 2013.

MARCH DEBATE RESULTS:

Can a fallen leader still promote a good cause?

YES: 51% NO: 49% Percentage reflects votes received by March 31, 2013.



Click here to e-mail debate comments

See Dialogue pages for more debate responses

Opinions expressed are those of the individuals or organizations represented and are presented to foster discussion. Costco and *The Costco Connection* take no position on any Debate topic.

from an expert in the field:



Michael Graham (*www.michaelgraham.com*) hosts a radio talk show weekdays from noon to 3 p.m. on the New England Talk Network. You can follow him on Twitter @*IAmMGraham*.

THERE IS VIRTUALLY no connection between athleticism and golfing ability. Golf is a challenging game and a terrific pastime, but a sport?

terrific pastime, but a sport?
A sport is a competition

between athletes in which, all things being equal, physical strength and endurance will determine the outcome.

A PGA championship—competitive golf at its highest level—could theoretically come down to a match between Phil Mickelson and John Daly. The former suffers from psoriatic arthritis and the latter looks to me like he spent most of his career following the strict training regime of *Animal House's* Bluto Blutarsky.

Nobody asks if the NBA's LeBron James or the NFL's Ray Lewis are athletes, because the answer is self-evident. It's their job to run, jump, jam, slam and tackle.

Have you ever seen a PGA golfer run? Not unless there's an angry spouse chasing him with a sand wedge.

Golf fantasists who argue they are gladiators of the putting green point to a study by Denver researcher Neil Wolkodoff showing that golfers burn 721 calories per round.

First, 721 is the calorie burn for golfers who

walk and carry their own clubs—which never happens in the PGA. In reality, the average American golfer riding around in a cart with a cooler full of beer could drink more calories from half a six-pack (450) then he or she will burn on the back nine.

A typical tennis match burns about 1,500 calories, while a linebacker burns about 2,000 calories in an NFL game. In fact, according to Dr. Michael Joyner at the Mayo Clinic, elite athletes in real sports such as distance running, cycling or the triathlon "can burn 15 or 20 calories a minute." That's about four times the energy consumed by a pro golfer.

But calories tell only part of the story. Real sports hurt, which is why the average NFL or NBA player is just 28 years old and gymnasts retire before 20.

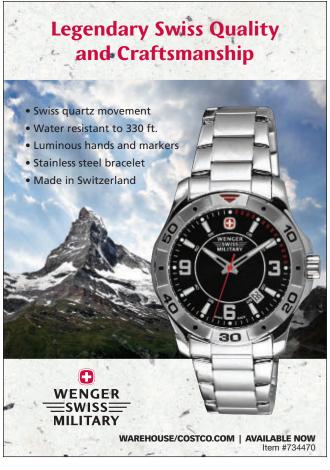
Compare that to the "grueling athleticism" of PGA golf, where TV broadcasts are packed with ads for adult diapers and testosterone meds.

Then again—who cares? Golf is fun, it's challenging and it's certainly better than sitting around watching *Real Housewives* on Bravo.

Golf doesn't have to be a sport to be worthwhile. Why, NASCAR's not a sport and millions of people love watching it.

What—did I say something wrong?











Watermarks bring print to life

THOUSANDS OF READERS interacted with the digital watermark technology introduced in the April issue of The Costco Connection. Were you one?

In the past we've suggested that readers go to our Online Edition or download our free Connection app to get additional information or enhanced content. Those are still valid options, but now digital watermarks can keep you engaged in the print edition while you use your smartphone to view digitally enhanced content.

Watermarks are invisible signals embedded in a printed page that can be read by an app in a mobile device and translated into streamed multimedia content such as a video or slide show. The technology is just taking off in the publishing world, with many other magazines employing watermarks, including House Beautiful, Lucky, Seventeen, Brides, Martha Stewart Weddings, Southern Living, Time, Good Housekeeping, Sports Illustrated, Cooking Light and Redbook.

If you haven't tried watermarks yet, take

a few minutes to try them here with a classic Carol Burnett video clip from our October 2012 issue.

Download the free Digimarc Discover app for your smartphone from the iTunes or Google Play app stores.

When you launch the app, line up the crosshairs in the viewer with the Carol Burnett image on the left. You'll see an icon on the screen when the watermark is read.

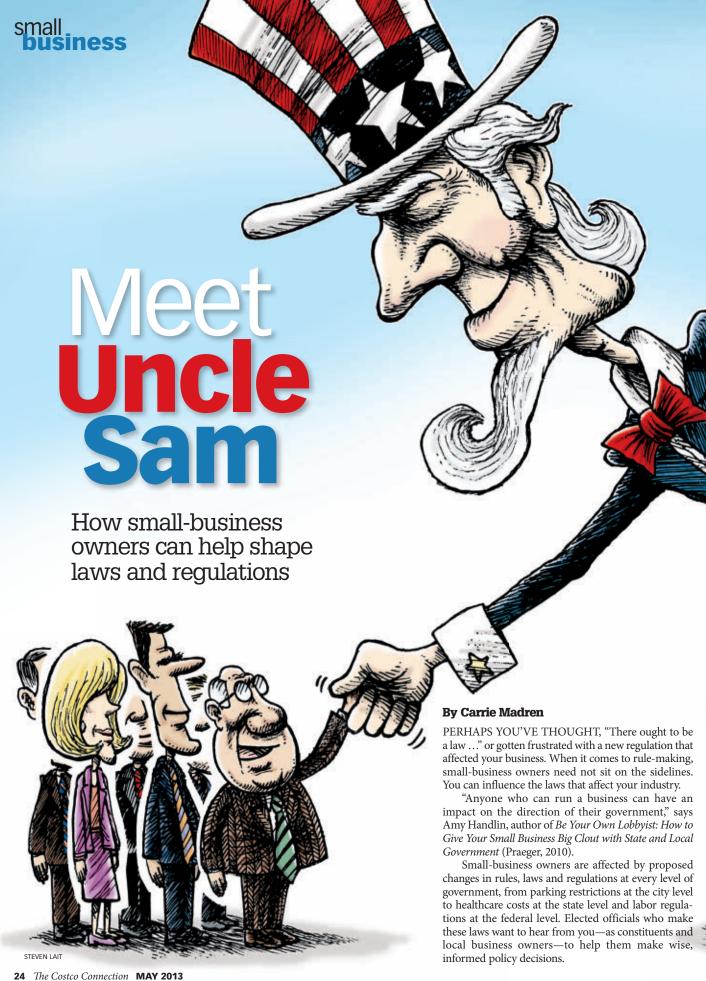
The video clip will then play on your smartphone.

Once the reader app has been downloaded onto your smartphone, you're ready to interact with watermarks in each new issue of The Connection as well as in other magazines using the technology.—David Wight

Also, check out the free Costco Connection app for online subscriptions to The Connection.







Invest in issues

Small-business owners often fear that getting involved will take too much time away from their business. "But if you don't invest sufficient time in making your voice heard when decisions are being made, the likelihood is that you're going to end up paying for that lack of investment down the line," in the form of taxes, zoning restrictions, ordinances and other rules, Handlin explains.

owns the small-business accounting firm Hudak & Company in New Cumberland, Pennsylvania, spends an average of four hours each month working on legislative issues. He decided to get involved in working for a simpler Pennsylvania tax code after realizing that complicated tax and compliance laws frustrated his clients. Hudak also used his smallbusiness and tax expertise to engage in the state unemployment compensation debate (over why temporary workers were

receiving unemployment

benefits, a practice

that many said

Costco member Warren Hudak, who

was draining the state system). Appointed by the governor to represent small-business interests on the state Unemployment Advisory Council, Hudak helped change the system by testifying in hearings and educating legislators on the issue. "We restored it to solvency," he says. "I've been amazed at the impact I've had."

Shake hands

"It's extremely valuable to get to know your representatives when you don't have a problem, so that when you do, you'll be dealing with a friendly face and not someone who knows nothing about you and your business," Handlin advises.

Getting to know city or state decisionmakers can be as easy as making an appointment—by phone or email—to introduce yourself, your business and your concerns. Or, introduce yourself at a public event and ask if you can follow up later.

"We depend upon the expertise and insights of all of our constituents," says Anne Kaiser (D), who represents District 14 in the Maryland House of Delegates. She notes that whenever she speaks to citizen groups, she implores them to get involved: "Small-business owners have a similar obligation to get

involved, make suggestions and try to inform legislation."

> You'll likely get face time with local or state officials, but on the federal level, try for a meeting with your representative's district office staff. "Even if you can't get access in a timely manner to your U.S. senator, getting to know that person's chief of staff or chief of a district office is very important because those people have the ear of their very powerful bosses," Handlin says.

Find more strength in numbers

Among the easiest ways to find out about legislation that could buoy or burden your business is to join a business association or chamber of commerce. These

groups often have legislative arms that do the digging for you and coordinate small-business owners' efforts. Many organizations offer online tools that help members communicate directly through an email or letter, as well as mixers or organized lobbying events.

Keeley Mullis, program manager at the National Federation of Independent Business (NFIB), says that part of the federation's mission is to keep members savvy on issues through email newsletters, website updates and social media posts—that otherwise they

Getting started

Find and contact your elected officials:

- U.S. Elected Officials: www.usa.gov
- U.S. House of Representatives: www.house.gov
- U.S. Senators: www.senate.gov

Ways to meet your representatives:

- · Check your representatives' websites to see if they offer "walk-in" hours at their district offices.
- Make an individual appointment or join a "lobby day" organized by a trade/ professional organization to present your concerns to officials or legislative aides.
- Check your city government website to see if there's an open house at which to meet the mayor and council members.

might not know about. As an advocate for small and independent businesses, the NFIB also helps support issues and positions that the organization considers favorable to those types of businesses.

"Being involved is part of being a responsible member of an industry," says Graham Weihmiller, president and CEO of Griswold Home Care, a nationwide home-care company headquartered in Philadelphia.

Weihmiller, a Costco member, realized that it was important to speak up about a proposed change to a labor law that would affect both clients and caregivers. With the Private Care Association, which represents caregiver registries, Weihmiller helped bring attention to a Change.org petition that netted more than 1,000 signatures. He then traveled to Washington, D.C., to meet with legislative staffers. "We've provided thousands of comments to the Department of Labor, and they've acknowledged that they've taken that input into consideration," says Weihmiller, who feels his efforts have paid off.

Become an advocate

There's a difference between complaining and advocating. "Advocating means speaking up not just about the immediate impact of policies, but also helping officials understand the needs of your business and industry going forward and being a source of information for them," Handlin says.

After meeting government representatives, small-business owners can stay involved by volunteering to serve on task forces, commissions and committees, and helping inform others about issues.

"No small business is an island any longer," says Handlin. "You can make yourself a resource for government officials and, in doing so, build and sustain relationships."

Carrie Madren, a freelance journalist based in northern Virginia, has spoken up on issues affecting independent journalists.

Yours from the Start.

Get to a familiar desktop

Select the Desktop tile and get back to the desktop you are familiar with.



Go back to Start

Tap the Windows key on your keyboard or device to get back to the Windows 8 Start screen.

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Gather all your contacts and social networks in one place.

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Select the Store tile and open a world of new apps, many free.

Store it and share it

Store your music, photos and docs in the cloud with SkyDrive.

Listen to music

Select the Music tile and stream millions of songs FREE with the Xbox Music app.*



Scan or click this ad for a taste of the fun you can have with Windows 8 (see page 5).

Visit your Costco Wholesale warehouse or Costco.com to check out new Windows 8 PCs.

*Free streaming limited to 10 hours/month after 6 months; unlimited with paid subscription. Compatible devices and internet required; ISP fees apply. See xbox.com/music



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doing well," advises Lenty. **6. Communicate.** A teen may be reluctant to ask questions or clarify instruc-

self-esteem by telling them what they are

- tions. Build a positive working relationship by communicating clearly. Don't talk down to teens or treat them as children.
- **7. Cross-train.** Teens will likely have other commitments, such as school, which will affect their availability. To prepare for a high absenteeism rate, train all employees in every task in your operation. Cross-training helps build teamwork, a sense of responsibility and loyalty, and reduces friction.
- 8. Vary tasks and motivate by adding more responsibilities or conferring a title. You may be surprised by your teen employees' performance when you entrust them with more responsibility. For example, a teenager who aspires to be a Web designer can help with your website or social media. Teens like to deal with customers and can become good salespeople. Teen salespeople bring in friends and increase business.
- 9. Take time to coach. The teen worker sometimes acts like a child but wants to be treated as an adult. You are more than an employer—you're also a teacher. "The biggest challenge in managing teens is getting them to understand that the customer comes first," observes Lenty.
- 10. Cheer them on. Working with teenagers can be a mutually beneficial experience—a manager with a positive attitude will gain the respect and cooperation needed from teen workers and gain valuable team

Teens at work

Ten tips for managing teen employees

By Pamela Kleibrink Thompson

CHANCES ARE ONE in five that the next employee you hire will be the workplace enigma known as a teenager. These 10 simple guidelines will help you, and other smallbusiness owners, get the most out of your teen employees.

- 1. Scout talent. Recruit from your frequent customers. Costco customer Josh Lenty, co-owner of Nampa RollerDrome Skating Rink in Nampa, Idaho, notes, "Most kids who come here envision working for us. We pick teenagers that we think will be great employees based on their attitude." Ask for referrals from high school faculty, coaches, current customers and current employees.
- 2. Utilize social media. Use Facebook and other sites to check out an applicant's profile. You can learn about an employee's attitudes from what he or she posts on his or her timeline and can determine whether the teen you are considering is a serious person or a rowdy partyer.
- 3. Set clear expectations and consistent, attainable goals. Define all aspects of the job, including punctuality, scheduling and how to work with customers. Make sure the teens also know what you don't want them to do on the job, such as texting, talking on the phone and chatting with friends who stop by. Make expectations, requirements and milestones clear, and be consistent with rewards or consequences.
- 4. Supervise closely. Teens resist routine tasks and often have short attention spans. Reinforce directives, follow up on assignments and repeat instructions frequently. "Teens are distracted easily by cellphones, computers, etc.," says Nampa RollerDrome's Lenty. "We have checklists and an employee manual that states exactly what is expected of them."
- 5. Criticize constructively. Avoid being overly critical. Reward the positive rather than criticize the negative. "Build their

Pamela Kleibrink Thompson is a freelance writer, speaker, recruiter and career coach. You can reach her at

PamRecruit@q.com.

Helpful resources

- U.S. Department of Labor: www.dol.gov/ dol/topic/youthlabor
- Youth Rules!: www. youthrules.dol.gov Snagajob: www.snag

ajob.com/teen-jobs



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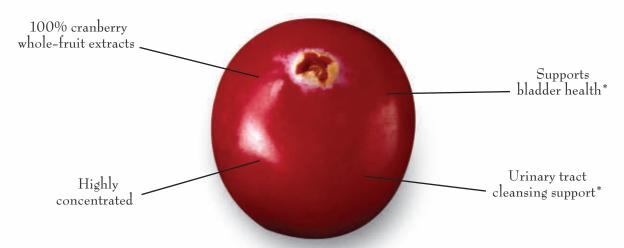
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Why Use the Whole Cranberry?



Whole cranberry with the added benefit of hibiscus.

Dual Spectrum
Cranberry with
Hibiscus combines two scientifically
researched nutrients to support
urinary tract health.* Cranberries
and hibiscus contain

RANBERRY

and hibiscus contain beneficial proanthocyanidins (PACs) that work together to help to cleanse the urinary tract and remove unwanted compounds.* This unique formula also contributes to bladder health.*

PACs are the phytochemicals responsible for the supportive action of cranberries.* Our cranberry supplement is made from PACran, a completely natural, whole-fruit cranberry concentrate. PACran contains whole-berry complexes made from the juice, flesh, skin, and seeds of cranberries—not just

the fractions provided by other cranberry manufacturers. PACran is standardized to ensure consistent, concentrated levels of cranberry in each dose. Each serving contains the equivalent of up to 46 whole cranberries.

Hibiscus extract comes from the dried flowers of *Hibiscus* sabdariffa L. Hibiscus naturally contains beneficial components,

including PACs and organic acids. As a supplement, hibiscus complements the urinary health benefits of cranberry by working exclusively in the lower urinary tract.*

For reliable, comprehensive support for urinary health, trust Dual Spectrum Cranberry with Hibiscus from Nature's Bounty. **
It has the high-quality ingredients both men and women need for dual-action urinary tract support.**
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How to Take Care of Your Nutritional Needs.



here are so many things that take up a lot of time and attention—family, career and home, to name a few-but is your health one of them? When it comes to your own good health, you're in charge. It's time to take action!

A woman's unique nutritional needs are always changing take female bone mass, for example, which tends to become more fragile with age. Taking a calcium supplement may be a smart way to help reduce the risk of osteoporosis.**

With a Kirkland Signature calcium supplement, you're getting a superior-quality source of calcium to support strong, healthy bones.* That's something women of all ages can benefit from!

Premium

Multi

At the heart of every supplemental regimen is a good multivitamin. Kirkland Signature multivitamins provide you with the well-rounded support you need for

Daily

Multi

overall health.* Kirkland Signature fish oil is another great asset to add to your daily arsenal—it provides important Omega-3s not readily

> found in many foods, and supports heart, circulatory and joint health.*

The fact is, even if you do have the time to eat right and exercise every day, you may still

have nutritional gaps. That's why it's so important to add vital dietary supplements to your diet. Trust Kirkland Signature for the highquality nutrition that's readily available whenever you need it.



USP has tested and verified select Kirkland Signature supplements for their ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org

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Have membership, will travel

Costco Travel puts you in the driver's (and plane's and ship's) seat





By Sherrie Newman

I DEVELOP AN acute case of wanderlust with the arrival of spring; it's excitement at the thought of packing my bags, grabbing my spouse and launching into some new and wonderful adventure. When it comes time to make these dreams a reality, I have made it a point to seek out what has become one of my most trusted travel partners: Costco Travel.

I first became aware of this Costco membership service when my niece booked her honeymoon through the Costco Travel website and gushed about how easy the planning was, how fabulous the resort turned out to be and how the final cost was exactly what they had expected, with no surprises. I wondered if Costco Travel would offer the global experiences I crave, so I looked into its services.

I learned that Costco Travel was developed by Costco with the sole aim of providing an excellent travel service exclusively to Costco members. Not a traditional travel agency, it was built on the same Costco principles and standards of excellence focused on providing a choice selection of the highest-quality products at prices that offer the best value. As the company does with all Costco products, Costco Travel stands behind its services at every turn. Peter Gruening, general manager of Costco Travel, explains that "Costco Travel is designed to enhance the Costco membership value, and we are dedicated to upholding the Costco mission by providing members with the quality vacations they want, the value they expect and the experience they deserve as a Costco member."

Sustaining the trust of Costco members is one of the most important goals of the company. Costco Travel employees understand that although travel and vacations are fun, they are also time-consuming and costly, so they work



Costco Travel general manager Peter Gruening attributes much of the company's success to reservations trainers like Zanda Krein (right).

hard to take the stress out of the booking experience and make members' vacation investment as cost effective as possible. Shannon Parker, general merchandise manager, tells me, "We strive to keep our finger on the pulse of what our members are looking for, and then exceed their expectations."

Costco Travel offers members three primary travel categories with exceptional values—cruises, vacation packages and car rentals—in addition to a wide variety of destinations and offerings such as theme parks, hotels, private villas and guided vacations. (See "Where can you go?")

Where can you go?

A VISIT TO Costco Travel's website is like taking a quick trip around the world.

Clicking on "Vacation Packages" lists international destinations such as the Caribbean, the Cook Islands, Fiji, Tahiti, Europe and Mexico, as well as guided tours through Trafalgar and Adventures by Disney®. U.S. destinations include Hawaii, Las Vegas and theme parks.

Next to "Vacation
Packages" is "Cruises."
Costco Travel works with
12 cruise lines, offering
trips to or around Alaska,
Asia, Australia, the
Bahamas, Bermuda, the
Caribbean, Hawaii, Mexico,
New Zealand, the Panama
Canal, South America and
the South Pacific, as well
as transatlantic cruises.

Clicking further on subcategories in either "Vacation Packages" or "Cruises" shows a multitude of choices within each area, a depth and breadth of possibilities that would keep the most ardent travelers moving for the rest of their (very happy) lives.—SN

Checking value

Vacation	Room	Costco	Travel	Travel
	category	Travel	Service A	Service B
The Ritz-Carlton, Kapalua, Maui		\$1,739	\$1,905	\$2,044

*Prices are for a June 2013 six-night package, which includes an Alamo rental car.

WILL TRAVEL

CONTINUED FROM PAGE 33

Cruises

Whether it is cruising the azure expanse of the Caribbean or slicing through glacial waters on a voyage to Alaska, Costco Travel takes a decidedly Costco approach to selecting offerings. Lauren Anderson, senior buyer, cruises, explains that out of the hundreds of cruise lines worldwide, Costco Travel has selected just 12 major cruise lines to partner with, based on quality, safety and value. Costco buyers choose suppliers that range from moderate to luxury and then work with them to decide what additional value they can create for Costco members.

That could mean providing exclusive pricing discounts or including options such as onboard ship credits, prepaid gratuities or perhaps a special beach experience for families cruising together. Each cruise package has to outshine what other travel companies offer in order to stand out as a

value for Costco members.

HOTEL CARD

Recently, Lauren has been designing specialty-themed cruise options such as wine tastings, culinary experiences with chefs, even one that focuses on photography. Members also will find options for riverboat cruising. Lauren notes, "We want to address the passions and interests of our members and create exciting, educational and unique opportunities to enhance the cruising experience."

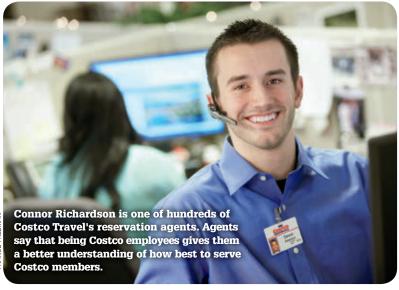
Vacation packages

When it comes to putting together vacation packages for members, Costco Travel buyers for each destination focus on securing popular hotels or attractions such as Disney theme parks and Universal Orlando, and then endeavor to create the most appealing prices and values. Many travel packages include amenities such as an automatic room upgrade, a free breakfast or a resort credit. Costco member Anya Dorst tells me, "I love using Costco Travel because I get so many freebies added into my package that my family can really enjoy the best resorts and not have to worry about our vacation budget."

In order to give members insights into which property may be best for them,

Making the most of Costco Travel

- Contact a Costco Travel expert at 1-877-849-2730 for answers to any questions or guidance on the best vacation for you, or explore online (click "Travel" on Costco.com).
- It's a good idea to inquire about trip insurance, which Costco Travel offers at a great value—ask your Costco Travel expert.
- The Travel Guide to Savings catalog focuses on a selection of Costco Travel's best deals and is distributed each May, July and November at U.S. Costco warehouse kiosks.
- Sign up on Costco Travel's website for instant notification on Hot Deals via Twitter and Facebook.-SN





Costco Travel recently started using a stringent star-rating system. "Trust us; we do the analysis upfront on behalf of our members to save them time and money," says Richard Murphy, Costco Travel's buyer for Hawaii. In addition to Hawaii, destinations for travel packages range from Mexico and the Caribbean to Europe, the South Pacific and select domestic U.S. destinations.

Car rentals

One of the fastest-growing segments of Costco Travel is car rentals. The driver behind the explosive growth in rentals is a proprietary new technology: a search engine called the Low Price Finder. In an innovative move aimed at making pricing more transparent, Matt Browning, Costco Travel director of IT, and his team, in collaboration with other Costco Travel executives and their respective groups, scrapped the previous system and designed an entirely new tool. It enables side-by-side price comparisons of all four car rental companies Costco offers, for a clear and concise view of the best value. It also searches for any coupons or discount codes from each car rental company and automatically applies the savings to the price, CONTINUED ON PAGE 36

Personnel and pricing

THOSE CHARMING people you chat with on the phone at the Costco Travel call center are professional travel experts and full-time Costco employees. As such, they do not work on commission, as other booking agents do. Zanda Krein, a vivacious reservations trainer, notes, "It's all about member service for us ... to listen to Costco members and really focus on helping find the best travel option for them." (See "Find the deals" on page 36.)

All employees are provided with extensive training on the company's travel reservations systems and website content, and they are required to become familiar with Costco Travel destinations, travel products and services through continuing education opportunities.

They stay on top of what's current and trending in the marketplace, and oversee quality assurance via continuous dialogue with supplier contacts, through conducting annual site reviews and by monitoring Costco Travel Member Services feedback.

Shannon Parker, general merchandise manager, explains, "Our buying team understands that our primary role is to be Costco member advocates, and we continually review and research the travel market to ensure that we always have a discernible value proposition."

All buying teams specialize in specific categories and destinations, such as cruise

or vacation packages, Hawaii or the Caribbean, and review hundreds of suppliers to analyze value, quality, offerings and services. They then select key suppliers and leverage Costco Travel's buying power to determine value-added inclusions and negotiate contracts, ultimately providing a collection of top-quality suppliers with the best values available. In turn, those suppliers benefit from the volume of business Costco Travel provides, and are enthusiastic about offering quality products and services to Costco members.

Instead of purchasing through travel wholesalers, Costco Travel buyers purchase travel products directly from suppliers. But Costco Travel doesn't add huge markups as most travel companies do; keeping markups low is in line with the Costco philosophy of passing along savings to members.

Furthermore, Shannon explains, once the price is determined, her teams get creative about finding ways to add extra value, such as perks or amenities that can save members hundreds of dollars over the course of their vacation. This business model based on savings for Costco members sets Costco Travel apart in the industry.

Also, "transparency is important to Costco members, and, whenever possible, fees and taxes are included in the prices we quote; there are no gimmicks," notes Pat Mitchell, Costco Travel marketing manager.—SN











THE ST. REGIS BORA BORA RESORT



BUDGET FEATURES HYUNDAI VEHICLES

WILL TRAVEL

CONTINUED FROM PAGE 35

taking the guesswork out of finding the best option. Matt explains, "In addition to the ease of use, we focused on having the system show the complete and final price with no hidden costs at the end of the purchase." This unique tool is a real gem and sets Costco Travel apart in the travel industry.

Sarah Gaudet, Costco Travel buyer for Florida and ancillary products, negotiates car rental contracts and adds, "In addition to great prices, Costco members receive additional value such as waived fees for an additional driver, and some brands even offer discounts on GPS and other equipment." (Incidentally, the Costco Travel team also redesigned the Travel section of Costco.com by creating a different layout, enhancing images and making it easier to find information on destinations, hotels and special offers; in fact, the whole site is easier to use.)

Worldwide outreach is the goal

In the 13 years that Costco Travel has been in business, it has grown by leaps and bounds; from an initial fledgling team, it has increased to several hundred dedicated professionals. Peter envisions significantly expanding the team's services in both size and scope in the near future, starting with increasing the number of travel destinations within the U.S. as well as internationally. If Costco Travel's growth rate over the past several years is any indication, Costco

Find the deals

THE COSTCO TRAVEL website highlights terrific special deals to consider.

- Hot Deals are industry promotions that are specially priced for Costco members.
- Buyer's Choices are everyday Costco Travel best values that reflect a minimum of 15 percent in savings or added values.
- Kirkland Signature[™] Departures are periodic treasures that offer exclusive trips with extraordinary prices and a big wow factor, such as private cruise charters, culinary and wine-tasting tours in

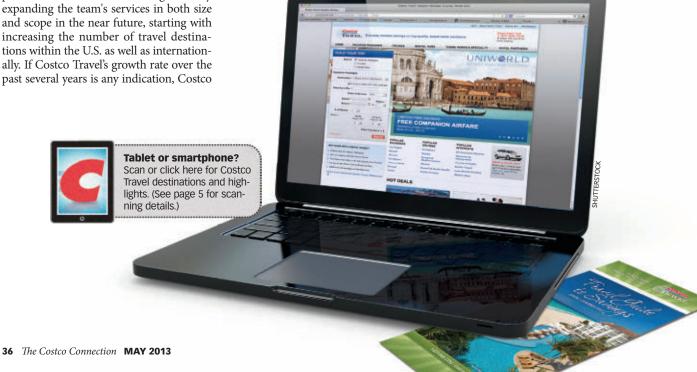
Africa and other special luxury offerings. These meet the same high standards as other Kirkland Signature products, reflecting greater than 20 percent savings.

- **Executive member benefits** may provide specially negotiated extras, such as spa credits or meals for Executive members on select packages.
- **Exotic Travel offerings** are bucket-list vacation choices that might feature deluxe Botswana or South Africa packages (see page 102), unique cruises to far corners of the globe or luxury villa rentals in spectacular destinations.—SN

members truly appreciate the great benefit it provides exclusively to them, to the point of encouraging others to join Costco in order to take advantage of this service.

I am impressed that every person I met demonstrates such a strong passion for the company and that they all feel they contribute to the mission of providing Costco members with a great service. Jodi Lien, Costco Travel communications specialist, stresses, "Costco members trust us to provide them with the same great service, quality and value that they receive at Costco warehouses, and we take that very seriously."

Sherrie Newman travels extensively managing international events and incentive programs for Fortune 500 companies, and she is passionate about exploring different destinations and cultures.





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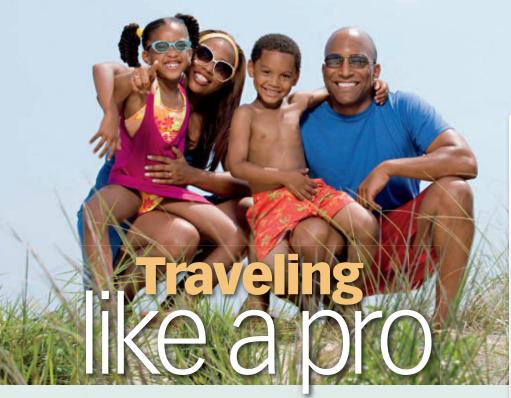




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How to make that summer trip smooth and safe

By Shel Zolkewich

IT'S THAT TIME of year when the familiar chatter around the dinner table begins: "Where should we go this summer?" Perhaps it's the year you finally visit Carlsbad Caverns. Maybe there's a family reunion in New Orleans. Or maybe the bucket list would get a little shorter with a visit overseas.

For all its beauty and benefits, travel can sometimes take a wrong turn. To help you avoid a trip you remember for the wrong reasons, we've assembled a list of tips to keep you smiling while you're on the road. And who better to offer travel secrets than North America's travel writers and editors?

Pay for premium

Lola Augustine Brown, travel writer and editor of TravelMindset.com, says you get what you pay for when it comes to hotel stays. Sometimes it's best to add a few dollars to the budget for accommodations.

"If you're traveling with your kids, consider booking a room on the hotel's premium floor, which gives you access to complimentary food and drinks pretty much

The Costco Connection

Visit your local Costco before any road trip for everything from navigation systems to beach towels to smart snacks. Using Costco gas stations along the way will save you fuel costs.

24 hours a day, and various other perks such as a personal concierge to sort out all your travel plans," she said. "It is a little more expensive, but can make your stay go a lot smoother and make everyone feel like VIPs."

Kiss the cook

Adrian Brijbassi, managing editor of Vacay.ca, says booking a hotel with a kitchen space—no matter how small—can save the hassle and cost of searching for a breakfast spot in an unfamiliar town.

"More and more hotels are providing their own kitchens, a feature that many timeshare owners have long enjoyed. The benefit of having a kitchen—or at least a microwave and fridge—is that it gives you the option to further control your food costs. A trip to the grocery store soon after check-in will give you a stockpile of choices for late-night snacks or an all-out gourmet feast if you choose," he says.

Rehydration and restrooms

Zebunnisa Mirza, travel editor of TheLoop.ca, offers some practical advice for an overseas trip this summer.

"If you're traveling through European hot spots, always carry a water bottle in your purse [or backpack]. Nearly every restaurant will refuse to give you tap water and will charge you for bottled water," she says.

Mirza also has a tip for when nature calls:

Road trip

IF YOUR VACATION this year involves a long car trip, here's a quick list of essentials.

- Containers for hot and cold beverages
- Good old-fashioned paper copies of maps and addresses of hotels, in case your navigation system takes the day off
- For older vehicles, electrical converters to charge your devices
- A roadside assistance plan
- A cooler with a bag of ice to pack your own snacks and store leftovers—SZ

"In European hot spots, you'll likely find yourself paying to use public bathrooms. If you're dressed neatly and you ask very nicely, most hotels will allow you to sneak into the lobbylevel bathroom for a quick break."

Look like a local

Evelyn Hannon, editor of Journeywoman. com, heads to a grocery store when she arrives in a new city.

"I make a small purchase just so that I get a shopping bag with the store's logo on it. To avoid looking like a tourist and to fit in, I leave my backpack at the hotel and carry my camera and maps in this grocery bag. Thieves are far less prone to steal my shopping bag than to grab my backpack," she says.

Doctor on call

You may need to extract a sliver, curtail the effects of an unexpected allergy attack or tend to blisters on your trip. Invest in a small waterproof bag and stock it with antibacterial cream, tweezers, blister patches and tablets for what ails you.

Never unpack it, keep it with your travel gear and toss it into your daypack for the adventure ahead.

Shel Zolkewich, www.shelzolkewich.com, writes about the outdoors, travel and food when she's not playing outside, on the road or eating.

summer recreation

A first consideration for any video shooting is to find the sun. Don't shoot toward it or you'll get complete shading of your subject.









Next, get close! A brief wide shot can show the setting, but faces are where the real action is.



By Steve Stockman

IT'S VACATION SEASON. And when you come home you'll be longing to share your video. But here's the sad truth: Nobody watches bad vacation video.

Unless you stand over your friends saying things like "Oooh—this is the good part. Watch this!" they'll skim the first 20 seconds of your video so they can lie to you about how good it was, then click on the TV. And let's face it—you'd do the same thing.

Fortunately, you can make good—nay, great—vacation videos with these five easy tips.

Think in shots

Do you wonder why nobody watched that 45-minute video of the family at Disneyland? The one you shot without stopping the camera? It's not that they didn't want to watch it. It's that they couldn't. After 30 seconds they felt so claustrophobic they would have chewed off a leg to escape.

Humans are visual animals. We process visual information fast. Look up from this article and notice how your eyes scan for information. Our brains need detail and movement to hold our attention. A single long shot bores us. We feel trapped and uncomfortable.

The solution? Don't run your camera nonstop. Find something interesting. Aim. Shoot—and when it stops being interesting, stop recording and point somewhere else. Your short shots will add up to a shorter, more professional video.

Bonus tip: Even if you love to edit on your computer (and most people never bother), you'll shoot better video if you keep it tight.

Treat your video camera like a still camera

You don't move with a still camera—it would blur. You aim first, then click.

Try that with your video camera. Point the lens, look at the screen to make sure your picture is good and press "Start." Stop when you've got the shot, and repeat. The rhythm you're going for is move, point, shoot, stop—move, point, shoot, stop.

The result: well-framed shots in which the motion of the subject catches and holds viewers' attention, without the distraction of the frame careering all over the place.

Bonus tip: Aim at the people, not the scenery. In 20 years Niagara Falls will look the same, but your 5-year-old will be grown and gone. You'll cherish the memory.

Zoom with your feet

Networks cover baseball games with huge zoom lenses that can show us the pitcher's nostrils from behind home plate. The cameras are bolted to concrete platforms with state-of-the-art gearing to keep the image steady. That's because zoom lenses mag-



Scan or click here for tips on creating videos everyone will want to watch. (See page 5 for scanning details.)

nify the picture and shaky camera movement. If the cameras weren't locked down, a small bump would look like an earthquake onscreen.

For better video, don't use the zoom. Instead, set your lens all the way wide (i.e., no zoom) and walk yourself closer to your subject. When you stay on the wide end of the lens, minor shaking becomes virtually invisible.

Bonus tip: If you're closer to your subjects your camera picks up better sound!

Don't shoot until you see the whites of their eyes

The eyes are the window to the soul. People communicate half of what they mean with their mouths, the other half with their faces. Miss the eyes and you miss half the message.

For home video, you'll also miss memories. You want to capture a moment in time: who your kids, your parents, your friends are right now. In five years, those faces will look different.

Stay close enough to your subjects so that you can literally see the white part of their eyes in the viewfinder. You'll get the faces, the emotion and great memories.

Bonus tip: Interviews work great in vacation videos. Asking your kids what they think cements the time and place forever.

Keep it short

Digital cameras can shoot video for hours on a single chip. But just because you can do something doesn't mean you should. A picture may be worth a thousand words, but a thousand minutes of Niagara Falls vacation video is worth nothing. Because nobody will ever watch it, including you.

If you shoot just two 10-second shots every waking hour during your five-day road trip, you'll end up with just over three minutes a day of footage. Unless you're in Bhutan and run into a group of levitating monks, that's probably enough.

Bonus tip: If you're inclined to edit, try cutting your vacation video to exactly three minutes. Forcing yourself to cut anything that isn't great will usually make your video better. And if not, at least shorter.

Steve Stockman (www.stevestockman.com) is the author of How to Shoot Video That Doesn't Suck (Workman, 2011).

The Costco Connection

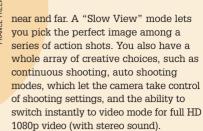
Costco sells a variety of camcorders and cameras with video capability. You'll also find flash-memory cards and other accessories.

Buyer's DICK

Mark Woodrich Camera Buyer



In this latest version, the emphasis is on speed: You can pan, zoom and focus faster and capture those fast-moving scenes



Once you have the perfect photo, it's easier than ever to share it. The bundle available at Costco includes a Wi-Fi adapter that enables you to use your smartphone or tablet to quickly upload the image for sharing on social networks. You can also use your smartphone as a remote

shutter release and as a screen

to frame yourself in a shot.

Look for the Nikon 1 J3
in your local Costco or
online at Costco.com. It
also comes with a sturdy
case and two lenses.









Archery is a sport accessible to just about anyone with a disability, including the visually impaired. For most, very little adaptive equipment is necessary.



By Susan Hirshorn

PUT THE WORDS "sports," "fitness" and "disability" together and Kirk Bauer comes to mind. A Costco member in Rockville, Maryland, Bauer lost his left leg above the knee in the Vietnam War. Active in skiing, running, biking, swimming and hiking, he is also executive director of a national nonprofit organization called Disabled Sports USA. Recently he joined two veterans of the Iraq and Afghanistan wars—both double leg amputees—to successfully climb Mount Kilimanjaro (see "Connections" for a Web link to their video). "The guys wanted to push their limits," Bauer grins. "We figured that having three guys climbing the tallest mountain in Africa with one good leg between us sends a message. It tells people that with a disability you can be active, fit and healthy."

Bauer's message is supported by the U.S. Department of Health and Human Services and

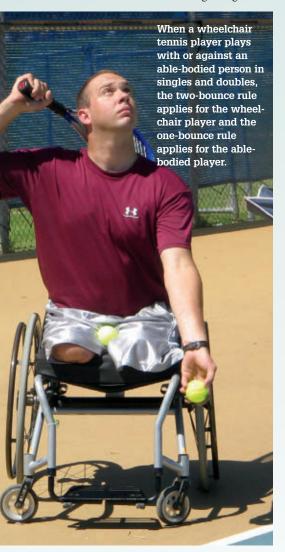
PHOTOGRAPHY COURTESY OF DISABLED SPORTS USA

other health agencies. They encourage everyone, folks with disabilities in particular, to participate in sports or other physical activities as a way to achieve a healthy lifestyle. These pursuits also provide opportunities to socialize, compete and develop confidence, Bauer says. Through the Americans with Disabilities Act (ADA), passed in 1990, the U.S. leads the world in providing a legal framework for leveling the playing field in everyday life. So how far have we come in delivering fitness opportunities to the 56.7 million Americans (nearly 19 percent of the population) with some type of long-lasting condition or disability?

Adapted athletics

Most of the sports opportunities for those with disabilities fall within "adapted athletics," which includes the Paralympics and Special Olympics. These sports are modified to accommodate participants' abilities and encourage them to support and inspire each other. Bauer's organization offers sports for people with a wide range of disabilities, along with special programs for children and wounded military personnel. But he believes that, with the right equipment and training, many folks can go on to participate with or alongside their non-disabled peers. "Disabled track athletes can compete in different heats, like non-disabled men and women do already," he says. "In tennis, the two-bounce rule is about the only adaptation needed by many wheelchair users or an amputee like me, who wears a prosthesis, to compete against non-disabled players." Deaf athletes (whom some consider a cultural minority rather than disabled) should be able to bring their interpreters, he adds.

Although mainstream sports are opening up, this is not happening without controversy. Wheelchair golfers may now compete in mainstream games, but only after a court decision determined that using a wheelchair, instead of walking, did not fundamentally alter the game. The famous "blade runner" prosthesis used by Olympian amputee runner Oscar Pistorius was thought to give him





Connections

"The Americans with Disabilities Act and Private Clubs"

A handbook published by the Club Managers Association of America, by Cynthia Evans, Alyson Austin, Kathi Driggs and Tamara Tyrrell

www.cmaa.org (search "handbooks")

Directory of Athletes with Disabilities Organizations

www.aapmr.org (search "directories of athletes")

Disabled Sports USA

www.dsusa.org

Video: www.youtube.com/watch? $v=_zHdrvhDWRs$

Paralympics

www.paralympic.org

United States Association of Blind Athletes www.usaba.org

USA Deaf Sports Federation www.usdeafsports.org

U.S. Department of Education

www.ed.gov/blog/2013 (search "equal opportunities disabilities")

U.S. Department of Justice Tax Incentives for Businesses www.ada.gov/taxincent.htm

"Removing Barriers to Health Clubs and Fitness Facilities: A Guide for Accommodating All Members, **Including People with Disabilities** and Older Adults"

A handbook developed by the North Carolina Office on Disability and Health in collaboration with the Center for Universal Design

http://projects.fpg.unc.edu/~ncodh/pdfs/ rbfitness.pdf

an unfair advantage until investigation revealed that the compression factor in the device eliminated any "extra" spring to his step. Some reports suggest that disabled kids are still being sidelined from school sports, and in January 2013 the Obama administration ordered school districts to give them an equal opportunity to participate alongside their peers in after-school athletics and clubs.

Minnesota's public high schools might well be a model for inclusion. Fostered by an umbrella organization called the Minnesota Adapted Athletics Association, they have been offering sports opportunities to disabled students for 40 years. According to Jim Christy, a coach at Minnesota South High School in Minneapolis, all students can try out for whatever mainstream sport they feel capable of doing, and if they qualify, great. Reasonable accommodations are made, such as letting a disabled swimmer who cannot dive enter and leave the pool her way.

As an alternative, students can participate in adapted floor hockey, soccer, softball and bowling. "Whether kids are part of a mainstream sport or an adapted sport, they can earn letter jackets and be respected as jocks by their classmates," says Christy, who has cerebral palsy. In the 1970s, he and a few buddies helped launch the adapted floor CONTINUED ON PAGE 45 hockey program.

"Whether kids are part of a mainstream sport or an adapted sport, they can earn letter iackets and be respected as jocks by their classmates," says Christy, who has cerebral palsy.



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Exclusively from Costco Wholesale WAREHOUSE/COSTCO.COM | AVAILABLE NOW Item #98268 "More facilities are realizing that making reasonable accommodations for disabled clients is good business and actually a way to attract more customers."

-Kirk Bauer

MORE THAN ABLE

Gyms, clubs and recreation centers

The Costco warehouse in Orem, Utah, boasts a celebrity jock of its own. When Josh Wheeler is not helping customers in electronics, he is often honing his skills as a Paralympian on the U.S. Wheelchair Rugby Team. Wheelchair rugby packs as much speed, excitement and rough play as football, since contact is an integral part of the game. Wheeler practices his moves at a local university basketball court. But when he wants to get an upper-body workout at local gyms, "you can't get at the equipment from a wheelchair," he says. "I'm quadriplegic, and even if I transfer myself from the chair to the small seats on the equipment, I need back support and the seats don't have it."

Bauer says he's heard similar stories but that things are changing. "More facilities are realizing that making reasonable accommodations for disabled clients is good business and actually a way to attract more customers," he says.



Alpine skiing for the blind or visually impaired includes a sighted guide who describes the surroundings and provides verbal instructions via two-way radio.





What's reasonable? According to the ADA, it depends on a variety of factors, including the size and type of the facility, and interpretations are still evolving. At a minimum, it could mean making space for a wheelchair to pass, a toe strap that allows an amputee to use a stationary bicycle or lift-access in a pool for guests who are unable to get in and out of the water unassisted. Some access improvements may be eligible for a federal tax credit or deduction.

What isn't reasonable is denying fitness opportunities to disabled clients out of the fear they pose an increased liability risk, Bauer says. "The facts don't back up this fear, and, in any case, many facilities require all of their clients to sign a liability release form as a condition of participation or membership," he notes.

Some facilities (see "Connections" for resources)

have gone beyond ADA requirements to create environments based on principles of universal design. This approach considers how architecture, products and services can be used to the greatest extent possible by everyone, regardless of age or ability. Pools with built-in ramps and exercise equipment with swing-out seats (to accommodate wheelchairs, for example) are among the features that most clients can use.

Bauer agrees there's a growing acceptance that disability is a part of life and that it doesn't define individuals, their health or their talents and abilities. He says, "Now let's provide the tools for people with disabilities to get out there and participate!"

Susan Hirshorn is a frequent contributor to The Costco Connection.

Thank you Mollin!

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BCBGMAXAZRIA Tote: This leather tote will work with any ensemble. Features include dual top handle, logo plate at opening, and magnetic snap closure. Colors vary. Not available in all locations. Item #719897. Available now.

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By Felisa Billet

IF YOU WANT to experience the thrill of exploring a new city, cancel the bus tour and head to the water. Many of America's great metropolises feature waterways perfect for tourists and locals who want to discover the city from a new perspective. Kayaking in urban locales proves that you don't have to leave the city's limits to have great outdoor fun.

Boston

Kayakers travel a 5-mile stretch down the Charles River to downtown Boston and Cambridge, basking in views of the unforgettable Boston skyline, while paddling from Allston-Brighton to Kendall Square.

Landmarks along the way include the Harvard and MIT campuses, the Esplanade and the Hatch Shell, famous for spectacular Fourth of July concerts. As kayakers reach downtown Boston, they are rewarded by scenic views of Beacon Hill, the North End, Bunker Hill in Charlestown and the dramatic Zakim Bunker Hill Memorial Bridge.

"Kayaking or canoeing is the best way to see the city," says Mark Jacobson, manager of Charles River Canoe & Kayak (www.paddle boston.com). "The city can be crowded, but out on the river, there's a lot more space for you to take it all in."

Chicago

Guided kayak tours launch from various locations on the riverfront and Lake Michigan. The Chicago River offers a long, winding, currentless excursion in the heart of the city, while dynamic, endlessly moving Lake Michigan features a panoramic view of the city.

On Wednesday and Saturday nights, twilight kayak tours to Navy Pier offer the oppor-

The Costco Connection

Costco warehouses and Costco.com carry a variety of products for water explorations, including kayaks, canoes, accessories and personal flotation devices.

tunity to view Chicago at sunset and after dark, culminating in a spectacular fireworks display on Lake Michigan.

"Paddling on the Chicago River, through its architectural canyons of concrete, glass and steel, is unlike anything else in the world," says Dave Olson, owner of Kayak Chicago (www. kayakchicago.com). "It's a peaceful, surreal experience in the middle of a huge metropolitan area."

Pittsburgh

Perfect for beginners, the Allegheny River has little commercial traffic and flows alongside downtown Pittsburgh.

After departing from under the Sixth Street Bridge on Pittsburgh's North Shore, kayakers can follow the Allegheny north or south. With the downtown skyline as a backdrop, kayakers pass PNC Park and Heinz Field, home of the Pittsburgh Pirates and Steelers, respectively, and float under many of the city's golden bridges.

Downstream, kayakers reach the Point. Marked by a beautiful fountain, a state park and a breathtaking view of the city, it's where Pittsburgh's three rivers, the Allegheny, the Monongahela and the Ohio, converge.

"We get a lot of tourists who kayak because they want to see the city from a different vantage point," says Alyson Walls, marketing coordinator for Venture Outdoors, a local nonprofit provider of recreational programs, whose Kayak Pittsburgh project (www.kayakpitts burgh.org) rents kayaks and leads tours on the Allegheny River. "Being on the water where the rivers merge, gently rising up and down in your kayak, can be a more beautiful and relaxing experience than seeing it from street level."

San Francisco

Kayaking in San Francisco Bay offers adventure for everyone.

Beginners can launch from the calm waters of South Beach Harbor and paddle past AT&T Park, home of the San Francisco Giants, and known for "splash hits," home run baseballs that soar out of the park and into McCovey Cove, where kayakers paddle around the stadium during games, hoping for a lucky catch (see one such story on page 108).

After passing through the cove and under the Lefty O'Doul drawbridge, the water trail passes through a houseboat community in Mission Creek, a site many people don't get to see from land. More experienced kayakers can paddle out to the city's Bay Bridge, the *Cupid's Span* sculpture by Claes Oldenburg and Coosje van Bruggen, and the more difficult waters around Alcatraz.

"San Francisco is a crazy, beautiful place," says Ted Choi, a Costco member and owner of City Kayak (www.citykayak.com). "People love to come here and soak everything up. There's no better way to do that than from a kayak."

Felisa Billet is a freelancer writer from Hollywood, Florida.

Tips for first-time kayakers

- Never kayak alone. Always go with a group or a guide.
- Always take an orientation course, offered by most rental facilities, which should show you how to get in and out of a kayak while in the water, and properly use the paddle.
- Dress appropriately. Instead of cotton, which keeps a person cold when wet, wear clothes made from wool, silk or synthetic materials.
- Bring proper safety gear: a personal flotation device, a pump to rid the cockpit of water, a spare paddle, a tow rope and a compass or GPS.—FB

CHRIS A RUSNAK



IZE MATTERS" is more than a sassy punch line: It's a credo taken seriously by today's bicyclists, who consider mere inches in the measurement of mountain-bike wheels to be of monumental importance. A revolution in off-road bicycles has resulted in a newfound appreciation for wheels that have a 29-inch diameter, and across the U.S. they're soaring in popularity compared with the more conventional 26-inch models.

A recent report by the independent Bicycle Product Suppliers Association tallying the first nine months of 2012 found sales of mountain bikes with 26-inch wheels dropping more than \$35 million compared with 2011, while sales of so-called "29ers" in a similar period jumped \$45 million.

First introduced in the U.S. during the early 1990s, the larger bikes with knobby tires deliver more wheel for a better grip on trails, a superior attack angle to roll over potentially dangerous obstacles and better momentum once the bike is actually rolling, providing more power with less movement.

Clearly, however, the bikes are not for



Tablet or smartphone?

Scan here to view a video about the Northrock 29er bike. (See page 5 for scanning details.)

The Costco Connection

Costco carries 29-inch bikes by Northrock Bikes, as well as comfort bikes, helmets and bikes for small riders. Costco.com also carries helmets, bike racks, bike trainers and stationary bikes.

everyone. Due to the bigger frame, a larger bike can be harder to handle and requires a higher stand-over. Long-limbed riders are ideal for the 29ers, while shorter riders may wish to steer clear due to potentially awkward turning ratios and riding positions.

A scientific analysis of 29-inch wheels has yet to emerge, with most surveys based on anecdotal evidence or informal studies. "Being on the bicycle is the thing. Get out there and do it, try it and see how you feel at that moment," advises David Renaud, a manager at Southern California's Helen's Cycles, which has been in the bike biz since 1936. At a recent demo day showcasing the newest models for dozens of customers, Renaud insisted the choice is "totally dependent on your individual riding style and your own

personal preference."

As far as current popularity goes, Renaud estimates that 26-inch and 29er fans are split fairly evenly.

"The 26-inch mountain bike is very much in the wheelhouse of the recreational rider, [while] enthusiasts have

embraced the 29ers," says Mike Girard, a product manager with Costco supplier Northrock Bikes. "The 29-inch bike is gaining in popularity among bicycle enthusiasts, [and is] increasingly becoming more mainstream. ... However, it may not be the preference of all riders, depending on their individual needs, the style desired and comfort requirements."

Girard says his company's XC29 models "roll real nice" and are "fabulous for technical courses." However, he warns that bigger-wheeled bikes can be a bit "harder to get going" at first, requiring practice before most cyclists can ride smoothly, with ease and agility.

Larry Lasker, a 6-foot-2-inch Los Angelesbased mountain biker who frequently rides trails in Moab, Utah, and Telluride, Colorado, switched to the larger ride about two years ago. "These 29ers are amazing," he says. "You can drive up onto a curb like a tank, and you go right over other things that would once stop you dead."

Lasker has hung onto his smaller bike, but it's been banished to a far-off spot in the domestic equivalent of Siberia. "I keep my 29er right there by the front door, ready to roll," he says, adding, "I think the bike with 26-inch wheels is somewhere at the back of the garage, gathering dust."

Jeffrey Ressner is a Los Angeles journalist who frequently writes about pop culture.

By Karen J. Bannan

FEW YEARS ago, scientists confirmed that humans never forget how to ride a bike (Nature Neuroscience, July 2009), good news for anyone who is inspired by warmer breezes to take to the streets and paths.

Biking, which has seen a resurgence in popularity in recent years, is an excellent way to get exercise, spend time with friends and family, and get from Point A to Point B without spending money or polluting the air. In fact, a Harvard School of Public Health study found that pre-menopausal women of any weight who rode bicycles were more likely to maintain their weight. The same study found that overweight and obese women who bicycled even two or three hours a week were 56 percent less likely to gain weight. Another study, out of the University of Wisconsin-Madison, discovered that Americans could save about \$3.8 billion annually in healthcare costs by replacing half of their short car trips with bicycle trips during half of the year.

Whether you're inspired to get biking for health reasons or you just hear the call of the road, it's important to gear up, and ride, safely and correctly. Here's how to choose the best bike for you.

What's in a name?

There are three main types of bikes: road, mountain and hybrid. Which one you choose will depend on how and where you intend to ride it, says Bob Ross, president of the New York Cycle Club.

Road bikes, sometimes called racing bikes, have thin tires and downward-curved "drop" handlebars. "They are perfect for riding in the street or on paved bike paths because they put your body into a remarkably efficient position for riding on roads," Ross says.

Mountain, or so-called off-road, bikes have thicker tires designed to handle rough surfaces such as sand, gravel and other loose road materials. Mountain bikes are also heavier, have upright handlebars and may have built-in suspension systems much as your car does, says Graeme Fife, the author of Tour de France: The History, The Legend, The Riders (Random House, 2013).

Hybrid bikes combine the upright handlebars, thicker tires and heavyduty brake system of a mountain bike with a frame design more resembling a road bike.

Sizing

Once you decide on the type of bike you want, it's time to choose the right-size frame so you're able to ride comfortably, control the bike and stop it quickly when needed. Bicycle frame sizes are expressed in inches and loosely correspond to

your inseam. The longer your legs, the larger your frame size will need to be. The website eBicycles.com has a calculator that can help you find the right size. You'll know you've got a good fit if you can sit on a bicycle comfortably with your toes touching the ground. When you are sitting on the bike seat, there should be the slightest bend in your leg when your pedal foot is at the lowest point.

Accessorizing

Several bicycle accessories are musthaves. Every rider should have a helmet, since helmet use significantly reduces the risk of serious injuries. The helmet should be worn directly on top of the head, and the chin strap should feel snug without being painful, says Fife. "I see people wearing them tilted back, which exposes the forehead to injury if you have an accident. Look at the pros and see how they wear them," he says. Some bike helmets offer more protection, with harder shells and fewer ventilation holes, but will not be as comfortable for long rides, says Robert Hurst, the author of several bicycle-related books, including The Bicycle Commuter's Handbook

Find a local group: www.bikeleague.org

EELFACTS

Learn about bike laws: www.bikeleague.org/ action/bikelaws

More about bike helmets: www.helmetsonheads.org

FILE404/ SHUTTERSTOCK.COM

(FalconGuides, 2013). "You don't need to spend a ton of cash to get a decent helmet, but steer clear of bargain-bin knock-offs that haven't been certified by the U.S. Consumer Product Safety Commission," he says.

Other important gear includes reflectors, a bell, a portable tire pump and a light. "If you're going to be out biking in the dusk or dark, it's insane and often illegal not to have lights or reflectors," says Fife. Reflective clothing works, too.

The final step is learning the rules of the road. Bicyclists, like anyone who drives a car, are considered vehicle operators and must follow the same traffic rules and regulations.

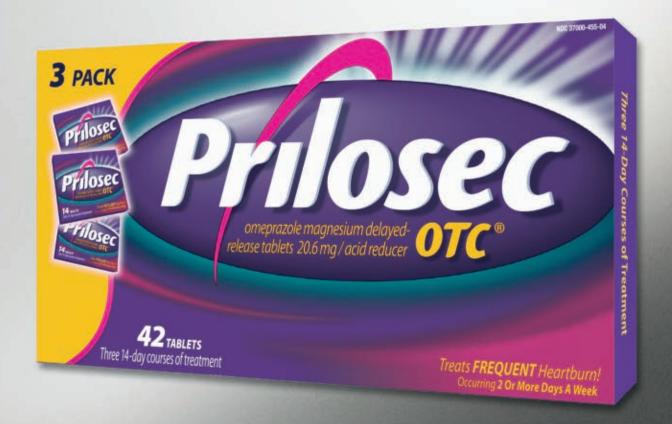
> "For example, bicyclists have to ride in the same direction as traffic and obey all traffic signs and lights," says Ross. He says most cities have at least one biking group that runs classes and group rides designed to help newbies brush up on what they need to know.

Costco member Karen J. Bannan is a health, tech and business journalist.

Choosing the right bicycle means a safer, enjoyable ride



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^{*}Source Healthcare Analytics: OTC Acid Reducer Category, through September 2012. **Pharmacy Times OTC Supplement, June 2012.



Drive to excel

Teaching important life skills with a club

By Craigh Barboza

SURE, THERE ARE perks to being CEO of The First Tee, a junior golf program that wants to make a difference, but being able to play a round of 18 holes at one of their 750 facilities is apparently not one of them.

"The biggest myth about being in the golf

business is that you play golf," laughs Joe Louis Barrow Ir. "The fact of the matter is I played a lot more golf years ago. As it turns out, my handicap has steadily increased. I used to be a 5. Now I'm an 11."



Joe Louis Barrow Jr.

Not that he's complaining. Under Barrow, The First Tee has become a major player among youth organizations while continuing to expand its global reach. With the support of the PGA and LGPA tours, the program has had a positive impact on millions of boys and girls ages 5 to 18, by teaching them valuable life skills through golf instruction.

"People have really accepted our mission," says Barrow, 66, who spends as much as 40 percent of his time bouncing between industry events and The First Tee's 187 chapters. "Many of our donors are, in fact, golfers, and they understand that their lives are different because of the sport." The program, formed in 1997, also has a nationwide education initiative in 5,400 school districts.

In 2000, when Barrow left the golf apparel company Izzo to lead The First Tee, which is based in St. Augustine, Florida, the program's primary focus was to introduce the game to underserved communities-minorities, in particular-through better access to golf courses. One of the first things Barrow did was modify the strategic plan by focusing on character development. Back then, everyone at the program talked about building a curriculum around the inherent principles of golf. But what were they, explicitly? Barrow and his staff mulled over that question for months before settling on the nine core values (one for each cup on a nine-hole course) that the program promotes: honesty, integrity, sportsmanship, respect, confidence, responsibility, perseverance, courtesy and judgment. "If you think of it," says Barrow, "they're the same values associated with success in life."

In many ways, Barrow runs The First Tee more like a business than a youth group. He is laser-focused, outcome-driven and has more inspirational stories than there are dimples on a golf ball. There's Scott Langley, who last year became the program's first player to qualify for the PGA Tour, and Adam Addams, a college graduate now working as an engineer. Another participant hopes to be chief justice of the Supreme Court one day. "Only a few can make the PGA or LPGA Tour," Barrow says. "We want people to be successful whether they choose to be schoolteachers, senators or in the business world. We want them to have the skill set to thrive in their chosen fields. And that's what we're seeing."

Many participants take the lessons they learn at The First Tee and report back that



Tablet or smartphone? Scan or click here for a video about The First Tee. (See page 5 for scanning help.)

they're doing much better in school. Some even return to mentor the next generation. Says Kristen Red-Horse, who completed the program in 2001 and is currently a producer for ABC News, "If you don't come back, you weren't really paying attention."

The cost of the eight-week program ranges from \$50 to \$75; scholarships are available. Participants start out at "Par" and must achieve certain goals in order to advance to the next level. "What I love most," says Barrow, "is the emails from parents telling me how their young person is in a very different place because of their interactions with The First Tee."

Barrow's father, former heavyweight boxer Joe Louis, taught him

how to play golf when Barrow was in grammar school. Louis was an avid golfer and the first African-American to play in a PGA tournament. His lobbying for minority inclusion in golf eventually led to the PGA lifting its Caucasian-only clause in 1961, paving the way for the likes of Renee Powell and Tiger Woods.

"My father and mother always instilled in me the importance of giving back," says Barrow, who played on his high school golf team. "So when the First Tee opportunity came about, I thought this is a chance to have a solid impact on society, and we've been fortunate to do that."

But Barrow isn't celebrating yet. He's well aware there's more work to be done if the program wants to reach its goal of an additional 10 million young people by 2017.

"We're in a major upscale mode right now," he says.

Good news for today's youths. Barrow's handicap? That's another story.

Craigh Barboza once hit a truly special hole in one on a miniature golf course.

MEMBERPROFILE

Company: The First Tee

Joe Louis Barrow Jr.

Contact:

World Golf Village, 425 South Legacy Trail, St. Augustine, FL 32092; (904) 940-4300; www.thefirsttee.org

Comments about Costco: "I live in Jacksonville and we've been members of Costco for three years. We go on Saturday or Sunday afternoons when it's crowded. I love to see all the people and the hustle and bustle. It's a family experience. My daughter, Julia, likes all the samples, so she walks around and tastes the different foods they have."

—Joe Louis Barrow Jr.



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Buyer's

Shane Williams Costco Buyer Sporting Goods



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clubs are an exclusive version of the company's flagship club, built to appeal to a wide range of male and female golfers. The set features high-MOI (moment of inertia) club heads, which twist less on a mis-hit, which can minimize the effects of the mis-hit on the flight of the golf ball.

The Callaway driver's 460 cc titanium head creates a high MOI and positions the center of gravity for longer, straighter distances. The fairway woods, with their large heads and shallow faces, are designed for maximum distance and great forgiveness. The versatile hybrid and metal-woods are also forgiving and able to generate greater distance and improved accuracy.

Last but not least, the irons and wedges are designed with a lower and deeper center of gravity to generate more consistent dis-

tance and improve accuracy. The perimeters of these clubs are weighted for increased MOI and greater forgiveness in offcenter hits.

We are offering an 11-piece set (titanium-head driver, 3 and 5 fairway woods and a 4 hybrid), and seven irons (5, 6, 7, 8, 9, PW, SW) for \$549.99 yersus \$899.99

at retail. Choose a regular or stiff shaft set. Head covers are included for the driver, fairway woods and the 4 hybrid. Item #694553

In addition to this fantastic set of clubs, members will find:

• Callaway Hex Control golf balls, 24-count. Three-piece ball technology for \$29.99. (The same ball is also available on Costco.com, 72-count for \$99.99.) Item #694575



• Callaway Hex Pro golf balls, 12-count. Tour-level quality, four-piece construction with urethane cover, for \$24.99, compared with \$39.99 to \$49.99 for this level of ball at retail. Item #704371

Callaway golf glove, three-pack.
 Three cabretta leather gloves with mesh knuckles for comfort, for \$15.99. Each glove would cost \$10 elsewhere.
 Item #714380

• Callaway stand bag (Item #694580) and Callaway cart bag (Item #694581). Both bags sell for \$89.99. An equivalent bag would be priced at \$130 or more elsewhere. (Note: Costco locations will carry either stand or cart, but not both.)





Costco International Photo Contest 2013



Nothing captures a moment quite like a perfectly timed picture. And the timing couldn't be any better than this year as the Costco **International Photo Contest offers** two new opportunities to demonstrate your photographic skills. Joining the wide open "Give us your best shot" contest are the Johnson & Johnson Baby Photo

Contest and the Picture-Perfect Pets Photo Contest, Each Costco cardholder is allowed to enter a maximum of one photo in each of the contests (that's one, two or three photos). Look for details in this magazine beginning next month. So get your camera ready to capture your best moments and give us your best shots!



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ADOBE® PHOTOSHOP® **ELEMENTS** The #1 selling consumer photo-editing software*









New this year: two more ways to win

Johnson & Johnson **Baby Photo Contest**

Our search for the best baby photo has begun. Send in a photo of a child (newborn to 18-month-old) for a chance to win in the Johnson & Johnson Baby Photo Contest!



Johnsons Aveeno. baby

Picture-Perfect Pets **Photo Contest**

They say dog is man's best friend. For some of us, that goes for our cats, birds and other pets as well. Give us your best pet shot for a chance to win in the Picture-Perfect Pets Photo Contest!

















Graduation has never tasted so sweet

CAPS, GOWNS AND celebrations are in store for 2013 graduates and their families. Members will be happy to know they can commemorate this milestone with a visit to Costco's bakery.

New this year is a six-pack of Kirkland Signature™ graduation cupcakes. The cupcakes, available in chocolate or white cake, are topped with buttercream frosting, rainbow confetti sprinkles and a decorative, white-chocolate medallion. No special ordering or refrigeration is required: These sweets are packaged and ready to go.

For a more personalized dessert option, special-order a Kirkland Signature sheet cake. These cakes can be frosted with a custom message and school colors. Bakery employees know local graduation dates and school colors, so if you don't have this information, just ask.

Every graduation sheet cake is topped with a Belgian chocolate graduation cap. The cake includes 2 pounds of mousse filling and more than 3 pounds of icing and decorations. One cake can serve up to 48 people, making this an economical choice for sizable celebrations.

Ordering a graduation cake is simple.

• Visit the Special Order Cake kiosk at



your local Costco bakery, and complete the Sheet Cake Order Form.

• Choose a white cake with vanilla cheesecake mousse filling and buttercream icing, or a chocolate cake with chocolate mousse filling and buttercream icing. Include a personal message, the graduate's school colors and a pickup date, giving the bakery 24 hours' notice.

In 2012, one million sheet cakes were sold during the eight-week graduation season, accounting for nearly one-third of the year's sheet cake sales.

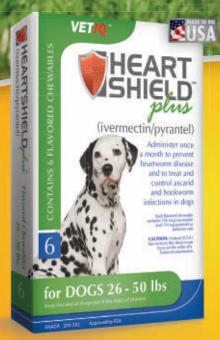
"We take an average of 40 cake orders per location on a typical Saturday and increase to 250 orders on Saturdays during graduation season," says Melanie Silva, Costco bakery buyer. Bakery employees work hard during graduation season to keep up with demand. Melanie explains, "All special-order sheet cakes are made fresh on the date of pickup."

Sheet cakes require refrigeration, but they do freeze well if you need to pick up the cake early or save leftovers—if there are any.—Hana Medina









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Dozens of pet prescription medications, including leading name brands and bio-equivalent generics, now available at Costco pharmacy. It's easy!

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for your **pets**

Pet-friendly hotels make it "paws-ible" to take your best friend along

Four-legged travel

By Alice Shapin

FOR MANY PEOPLE, their pets are members of the family. And when it comes to traveling, they don't want to leave them behind. Sure, there are kennels and pet sitters, which in the past were the only options. However, over the last two years, major chains, including luxury hotels, have not just been petfriendly, but have increasingly rolled out five-star amenities, including doggy treats, cushy beds, haute cuisine, high tea, cocktail hours and even massage and facials.

According to the American Pet Products Association's 2011–2012 National Pet Owners Survey, 23 percent of pet owners are willing to travel with their dog for more than two nights, compared with 21 percent in 2008 and 19 percent in 2006.

Dogs can "hang four (paws)" at the Loews Coronado Bay Resort in San Diego. Right: Maine's Inn by the Sea features special amenities such as a nature trail, dog food and massage.

"More and more people want to bring their dogs on vacation with them," says Costco member Susan Hartzler, president of Alpha Dog PR. "'Pet-friendly' is the latest amenity at hotels across the country, but the term can mean different things in different places. It usually refers to dogs, but the Ritz-Carlton Golf Resort in Naples, [Florida]; Best Western Lumberton, North

Carolina; and some others do allow cats." And the Kimpton Hotels group seems to accommodate all pets, even rabbits, birds and mice.

Philadelphia-area Costco member Chrissy Cancelmo, who describes her family as dog crazy, says, "There's nothing like having them with us on vacation." Cancelmo's family brought Sunny, a 65-pound yellow Lab, and Casey, a 35-pound beagle, on a long weekend to the Hyatt Regency Chesapeake Bay in Maryland. Cancelmo notes, "Our dogs are so friendly that we were constantly meet-

ing other guests. And since the Hyatt has great trails, the dogs got plenty of exercise and so did we."



PHOTO COURTESY INN BY THE SEA

Costco members for 20 years, Tim Mattos and his wife, Cheryl, traveled cross-country with Sherlock, their 8-year-old Jack Russell terrier. "We were relocating from California to Maryland," says Mattos, director of sales and marketing at the Chesapeake Hyatt. "Sherlock is a great traveler, much better than my wife," he laughs. Mattos has observed that the Hyatt hasn't had any unruly dogs. "Pet owners are like parents," he says. "If they know that their dog barks or misbehaves, they don't take it on vacation."

"Bone" appétit!

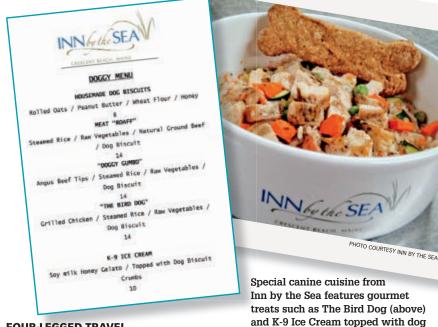
The Inn by the Sea in Maine keeps upping CONTINUED ON PAGE 58



Costco members will find pet beds, food, snacks and more at Costco and Costco.com. Costco Travel works with a number of hotels that are pet-friendly.







FOUR-LEGGED TRAVEL CONTINUED FROM PAGE 57

the amenities offered to its canine guests. During the dog days of summer, pups enjoy complimentary ice cream, while their human companions are served cocktails. And during the last two weeks of October, the pool goes to the dogs (and is off-limits to two-legged guests). Canines get turn-down services, including locally handmade treats; massage therapists trained in doggy massage are available. All this extra attention seems to work: The inn's 17 pet-friendly rooms sell out first.

Sun, sand and surf lure guests to the Loews Coronado Bay Resort in San Diego. If you're on the beach, don't be shocked to see a pooch surfing, an activity that goes for \$85 a session.

And while you won't find Fido at the gaming tables, don't be surprised to spot him checking in with his owner at Caesars Palace in Las Vegas. The hotel designates areas as

> pet-friendly, although dogs left unattended in the room must be crated. (Crates are available for rent.) For weddings and birthdays, there's even cake on the doggy menu. Chef Manny Lassahn,

owner of three dogs, creates the canine dishes at the Hyatt Regency Century Plaza in Beverly Hills. Rescue dog Lucky, who resides in the hotel with general manager Scott Allen, is the official canine food tester. Dogs receive their own Hyatt Gold Pawsport and a card on their birthday. Five visits get owners \$50 toward services at LA Dogworks and 1,000 Passpoints. Fido also gets a personalized ID tag. And the hotel is talking about having a "Yappy Hour" with wine for the owners and treats for the dogs. So, in the future, don't be surprised to see hotels finding even more ways to welcome the four-legged members of your family.

biscuit crumbs.

Alice Shapin is a Maryland freelance writer who is considering taking her "god-dog" Wally on her next trip.

Questions to ask

- Is the hotel pet-friendly?
- What animals are allowed? (More hotels allow dogs than cats.)
- Is there a weight limit for dogs?
- What is the rate for a pet? Is it per night or per stay, and if you have two pets is it per pet? Prices vary greatly, even within chains. (The Hyatt Regency Century Plaza in Beverly Hills charges \$30 per day for pets, even if you have two pets; Inn by the Sea does not charge for dogs; North Carolina's Best Western Lumberton is \$10 a night per dog.)
- Can you leave the dog alone while you're out?
- What special items or services (mat, bed, bowl, menu) are provided for pets?
- Where are pets allowed?



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A young artist reimagines pet photography

a different tree

"THERE IS A MISSION behind my photos. I wanted to make a statement in pet photography. I wanted to call it an art. It started ever since I set my hands on a camera; I knew I had unlocked a new dimension. One where you can expand your imagination and run for endless miles."

Those might sound like the musings of a veteran professional artist, looking back on years at his or her craft. But they are the words of 18-year-old Jessica Trinh, a high school senior in Orange County, California, and the daughter of Costco members My Tien Tran and Thach Trinh. They are found on her website, http://jessicatrinh.com, introducing the poetic mind of the young photographer. Poetry is also found in the images she creates.

Trinh's art came from a simple desire. She had seen some photographs online and thought maybe that would be a good way to bond with her animals. Chuppy, a purebred golden retriever, was her first, followed by Daisy, a rescue dog.

"When I first started, my photos were simple portraits," she recalls. "I started looking at samples of people's work on Flickr [the photo-sharing website]. I follow a lot of people—fashion photographers and [people who specialize in self-portraits." Trinh found it "magical" and wanted to merge the styles. "I wanted different worlds to come together and see how it went."

To achieve her artistic look, Trinh uses a process called stitching, combining multiple images into one. She averages five to 10 pictures stitched together in one shot. "It doesn't take as long as people think," she explains. "It sometimes takes me 30 minutes, but what really takes me long is deciding the colors and if I like it."

Trinh's concepts come from observing the world around her and watching her dogs. "I get a lot of goofy photos from one dog," she says. "And I try to take that and make them into my happy photos."

Trinh plans on going to college and studying to be a veterinarian, while continuing to do her photography as a part-time occupation.

She is currently focusing on her Project Let It Rain Love, devoted to showcasing rescue dogs, inspired by Daisy. "Each dog behind those cages [is] in a drought," Trinh writes on her website. "Not a single drop of love falls on them and they are just hoping the drought will end. They need someone to shower them with love and give them a chance to have hearts shower them for eternity."—Steve Fisher

Make your Contest, with its new pet category.

Tip 8

pet a winner Start taking imaginative shots of your pet today and enter the Costco Photo

See page 54 for details.







Best-friend

JESSICA TRINH SHARES some of her photos along with tips on how amateur and professional photographers alike might be able to capture the same spirit.

- 1. Interaction. Always establish some sort of interaction in the photo, whether it be with props, people or animals.
- 2. Lighting. Lighting always sets the mood, and the best kind of lighting is natural lighting.
- 3. Colors. Colors liven up a photo and make the photo more interesting to the eye.
- 4. Create an atmosphere. Always set the mood and create an atmosphere first. This is extremely important, because it is the foundation of every good photo.
- 5. Establish an emotion. What sort of emotion is this image creating? Happy? Angry? Sad? This is one of the great ways to have your audience relate to your photo.
- 6. Let the subject be natural. With dogs, it is always best to see what kind of expression they make instead of you forcing them to pose unnaturally.
- 7. Create a concept with a story. Most of my photos have a concept behind them to reinforce an idea I have. This way, I make sure my photos are interesting and different.
- **8. Different angles.** One of the best ways to try something new is to try a new angle, whether it be upside down or sideways.
- 9. Focus. Keep in mind what you want the focus to be on, and do not stray away from that. Focus on focusing.
- 10. Find your style. This is the most important of them all. You must find who you are in the world of photography. This is what makes you different from everyone else. Your style is how you approach the photo, the idea behind the photo and how you edit the photo. Editing is extremely important, so practice, practice, practice.—JT

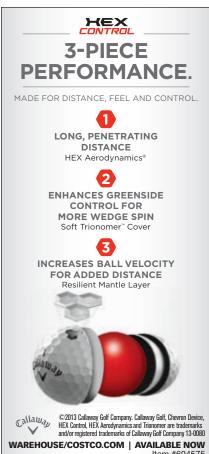


Tablet or smartphone? Scan or click here for a slideshow featuring more of Jessica Trinh's photos. (See page 5 for help.)

The Costco Connection

Costco and Costco.com offer a variety of point-and-shoot and DSLR cameras for photographers at any level, as well as other photo supplies, and Costco Photo Centers offer great print options.





WHO KNEW SPRING CLEANING COULD BE SO EASY?











By Stephanie E. Ponder

THERE ARE PET owners. And then there are those who have a best friend, confidant or "child" who happens to walk on all fours. For those in the second group, the book *A Letter to My Dog*, a set of love letters from 57 pet owners to their dogs, is proof that to be head-over-heels devoted to your pet is to be in good company.

The missives are penned by celebrities, including singer Tony Bennett, actor and writer Tyler Perry and former basketball coach Pat Summitt, along with everyday people smitten with their dogs. The letters are filled with words such as "hero," "funny," "loyalty" and "unconditional." Whether they're signed with a name, as a friend or in any variation on the words for parent, each letter shows the unwavering love these people have for their dogs.

"Having a pet is life-changing," says Lisa Erspamer, one of the three Costco members behind the book. "They make us better people. They change our lives in ways people never can.

The idea came up over dinner with friends Kimi Culp and Robin Layton and

The Costco Connection

A Letter to My Dog is available at most Costco warehouses. Five percent of the book sales go to The Humane Society. publisher Geoff Blackwell. "I brought up the idea of doing a dog book, one that, through letters, would capture the unique and transformational bond we share with our beloved pets," she says. The idea was to show pet owners and non-pet owners the power of that kind of unconditional love. "On the spot, a collaboration was born."

Erspamer began by launching a blog where people could share their stories. Culp went about looking for people to write letters, which included launching a contest in schools. Having worked on 20/20 and The Oprah Winfrey Show, she also put her television casting skills to work to round up people willing to talk about their canine companions. "I was blown away by how quickly celebrities said yes and how excited they were," says Culp, who attributes the willingness to participate to the fact that the book is "less about them and more about celebrating their dogs."

For the photos, Erspamer and Culp turned to Layton, a celebrated photographer and

owner of four rescue dogs. The challenge, she says, "was coming up with 57 different photos for 57 different dogs."

Crisscrossing the country, Layton captured moments of play, rest and, of course, human adoration. The results are nothing shy of aww-inspiring.

"There is no amount of money that could keep me from crying if I were to attempt reading these letters cover to cover," says Costco book buyer Pennie Clark Ianniciello, the proud owner of two dogs. "It's a great celebration of what pets add to our lives, whether they are still with us or not."

The celebration doesn't stop with the book. The website (www.alettertomydog.com) offers expert pet advice, pointers to fun pet products and the news (to this reporter's delight) that A Letter to My Cat is in the works. The website also lets visitors upload letters to and photos of their dogs.

For those who want to pen a few words but are unsure how to start, Erspamer offers the following advice: "Look at your beloved pet and think about how much you love them, how much they love you, and then write a letter telling them everything you want them to know about how much joy they've brought to your world, what they've taught you and why you are grateful they are here," she says. "A love letter doesn't have to be perfect. It just has to be from the heart."





Send Summer Fun Wherever They Go







Brighten Their Lunches with Little Touches

Add creativity and delight to everyday lunches with fun-shaped sandwiches made with cookie cutters. Include a mini paper umbrella to turn an ordinary drink into something tropical. A pack of 100-calorie Right Bites® is the perfect-size snack for little hands. For added fun, draw a tic-tac-toe board on their napkin. And don't forget to include a personalized note from Mom.

Keep Your Car Ride Smooth with Exciting Games

A simple deck of cards can go a long way in the car. Cards are lightweight and easy to pack, and kids will be able to keep themselves entertained for hours with games like Go Fish and Crazy Eights. The License Plate Game is a fun activity that the whole family can enjoy. Simply count and keep track of how many license plates from different states you can spot. If you have a smartphone or tablet, Sunday Drives is a fun app that can make any car ride interesting by pointing out hidden gems, fun restaurants, scenic routes and historical landmarks.









Try Starbucks® House Blend K-Cup® packs

Medium-bodied, smooth, and delicious, Starbucks® House Blend has wonderful body and crisp acidity with hints of nut and cocoa flavors.





GETTY IMAGES; SHUTTERSTOCK

By Scott Jones

WHEN CHEF Norman Van Aken delivered a speech on American cuisine at a food conference in late 1988, he had no idea he would galvanize a culinary movement.

Recognizing the rich palette of Floridian and Caribbean influences from which he used to create menus for his Key West restaurant, the rising star was simply trying to articulate what was going on in his head. "I had written my piece as a means to help me understand where I was going with my cooking. A handful of other chefs and I found there was a combined power in what I called 'fusion cooking,' a term borrowed from the jazz vernacular," reflects Van Aken. The American food lexicon had a new entry.

Yet several years before this hip moniker made its way to the food scene, forward-thinking chefs such as Wolfgang Puck in Los Angeles and Jean-Georges Vongerichten in New York City were already pushing traditional boundaries and understanding the correlation between French cooking techniques and Asian flavors. Down in Texas, Dean

The Costco Connection

Costco warehouses carry a variety of foods and spices to create fusion dishes in your own kitchen.

Fearing and Robert Del Grande were doing the same, but drawing on the flavors of bordering Mexico.

"Obviously, the early pioneers of fusion cuisine were enormously successful," says Costco member and Top Chef Season 9 finalist Edward Lee. "Unfortunately, a lot of copycats followed, and eventually the word became more of a cliché describing any two cuisines artificially clumped together." Lee believes the word "inclusion" better describes today's multicultural cooking, which is less of a novelty mash-up and more like a flavorful intersection. "I feel like this is what my friends and I are doing. We're not limiting ourselves to any ingredient or border. For us, it's all about creating incredibly diverse, layered and tantalizing food with meaning," explains the chef-owner of restaurant 610 Magnolia in Louisville, Kentucky.

Andrew Zimmern, host of the popular Travel Channel series *Bizarre Foods with Andrew Zimmern*, feels that the exciting, "inclusionary" foods being created by Los Angeles chefs Ricardo Zarate of Picca and Roy Choi of Kogi BBQ, for example, represent the ethnic diversity found in cities and restaurant kitchens across the country. "I see what some of these young guys are doing, and it's so impressive. Zarate creates these amazing

hybrid dishes fusing Japanese flavors with his Peruvian heritage, which, frankly, also represent the ethnic makeup of his staff," he says. As for Kogi BBQ, Zimmern reckons the entire notion of fusion was turned on its head when Choi filled a Mexican taco with barbecued Korean short ribs. "He's created a culinary super trend," Zimmern says.

But this modern realm of creative cooking is not exclusive to the pros. According to Lee, there are easy ways for home cooks to tap into the same vibe. The key, he says, is to keep it simple as you gradually build your confidence. "Take curry powder, for instance," he explains. "You don't need to buy a cookbook to use it. Add it to your favorite vinaigrette, stir it into ketchup, dust it over French fries or use it as part of a dry rub. Bang! You have fusion."

He says the same about fish sauce, another of his favorite ingredients. "It's super versatile, and just a couple of drops add this incredible depth of flavor to everything from soups to barbecue sauce to almost any condiment. These are such everyday ways to add another layer of flavor without getting too complex. You'll be surprised how quickly your comfort level grows."

Scott Jones (JonesIsHungry.com) is a food, wine and travel writer.

Adobo-Fried Chicken

Chef Edward Lee skillfully layers Asian flavors, such as a Filipino-inspired adobo, fish sauce and Thai chiles, into Southern fried chicken, creating a global take on this popular comfort food.

DIPPING SAUCE

1/4 cup water

3 tablespoons fresh lemon juice

2 tablespoons maple syrup

2 tablespoons fish sauce

1 tablespoon soy sauce

2 fresh Thai bird or habanero peppers, thinly sliced

ADOBO BROTH

21/2 cups distilled white vinegar

1½ cups water

3 garlic cloves, finely minced

4 bay leaves

1½ teaspoons black peppercorns

1 teaspoon sugar

1/4 cup soy sauce

1/2 teaspoon red pepper flakes

1 teaspoon salt

FRIED CHICKEN

2 pounds chicken, thighs and/ or drumsticks, plus wings if desired (do not use breasts)

Salt

2 cups buttermilk

1 cup all-purpose flour

1 teaspoon paprika

½ teaspoon freshly ground black pepper

About 8 cups peanut oil for deep-frying

To make the dipping sauce: Combine all of the ingredients in a small bowl. Cover and refrigerate until ready to use.

To make the adobo broth: In a large pot, combine all of the ingredients, cover with a tight-fitting lid and bring to a simmer over medium heat. Simmer for 5 minutes, then turn the heat down as low as it will go.

Arrange the chicken pieces on a work surface and season them with salt. Add the chicken pieces to the gently simmering broth, cover and poach for 15 minutes, turning once halfway through. You want the chicken to poach gently and stay moist while picking up the flavor of the broth, so make sure the liquid does not get hotter than a gentle simmer. Turn off the heat and allow the chicken to cool in the liquid, covered, about 20 minutes.

Remove the chicken pieces from the adobo broth (discard the broth) and transfer to a plate lined with paper towels. Pat dry.

To fry the chicken: Pour the buttermilk into a large shallow bowl. In another bowl, combine the flour, 1 teaspoon salt, the paprika and the pepper. Dip each chicken piece in the buttermilk, shake off any excess liquid, dredge in the flour mixture, turning to coat, and transfer to a large plate. Let stand at room temperature for 15 minutes. The flour coating will turn a little soft—that's a good thing.

Meanwhile, fill a large, deep cast-iron skillet about half full with peanut oil. Heat the oil to 365 F. Cook the chicken pieces, 2 or 3 at a time, for 8 to 10 minutes, turning every minute or so, depending on how thick the pieces are; wings will cook faster and drumsticks will take the longest. Be sure to keep the oil temperature at around 350 to 365 F. The chicken is cooked when the internal temperature reaches at least 165 F. Using tongs, lift the chicken out of the oil and drain on paper towels. Season again with a little salt, and transfer to a platter.

Serve the fried chicken with the dipping sauce. Eat it hot! Makes 6 servings. *Adapted from* Smoke & Pickles, *by Edward Lee (Artisan Books, 2013).*



Scallops and Roasted Pepper Chutney

New Delhi-born chef Suvir Saran calls on traditional Indian seasonings such as garam masala and toasted cumin seeds to spice up classic sautéed scallops.

SCALLOPS

½ cup extra virgin olive oil

2 garlic cloves, finely chopped

2-inch piece of gingerroot, peeled and finely chopped

1 teaspoon cayenne

16 large scallops

1½ tablespoons ghee or clarified butter

CHUTNEY

4 red peppers

1 medium red onion

1-inch piece of gingerroot

1/4 cup heavy cream

2 tablespoons lime juice (from about 1 lime)

1 tablespoon plus 1½ teaspoons kosher salt

½ teaspoon toasted cumin seed powder

½ teaspoon cracked peppercorns

½ teaspoon garam masala

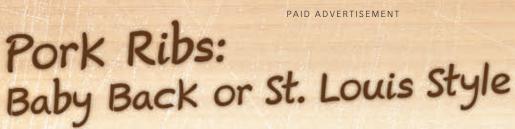
¼ teaspoon cayenne

Place the olive oil, garlic, ginger and cayenne in a resealable gallon-size plastic bag. Add the scallops and turn to coat. Refrigerate the scallops while you make the chutney.

To make the chutney: Set an oven rack at the upper-middle position and heat the broiler to high. Place the peppers, onion and ginger on an aluminum-foil-lined baking sheet and broil for 15 minutes, turning often, until all sides of the vegetables and ginger are charred (you may need to remove the ginger before the peppers and onion are finished). Place them in a large bowl and cover with plastic wrap for 30 minutes. Peel the charred skin from the peppers and onion and trim the blackened skin from the ginger. Place the roasted and peeled vegetables and ginger in a food processor along with the heavy cream, lime juice, salt, toasted cumin seed powder, cracked peppercorns, garam masala and cavenne, and pulse until smooth.

To cook the scallops: Warm a large skillet over medium-high heat for 2 minutes. Add the ghee or clarified butter and heat for 1 minute. Add enough scallops to fill the skillet and cook until they're browned, about 1½ minutes, without moving. Flip the scallops over and cook the other side until browned, about 1 minute longer. Place the scallops on a large serving dish. Cover with foil to keep warm and cook remaining scallops. When all of the scallops are browned, discard all but 2 tablespoons of fat from the skillet and add the chutney. Bring it to a boil, reduce the heat to medium-low and simmer for 2 minutes. Taste the chutney for seasoning, pour over the scallops and serve. Makes 8 servings.

Reprinted from American Masala (Clarkson Potter, 2007) by Suvir Saran with Raquel Pelzel.



Ray "Dr. BBQ" Lampe

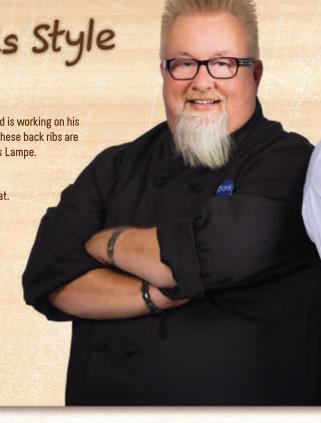
Ray Lampe, also known as Dr. BBQ in the culinary world, is the author of six cookbooks and is working on his seventh. Lampe uses a dry rub to bring out the savory flavors in his recipe for back ribs. "These back ribs are a knockout with their smoky flavor-which perfectly complements these dry rubs," says Lampe.

DRY RUBS

- A versatile blend of spices, herbs and often salt, dry rubs create a delicious crust on meat.
- Most dry rubs are applied 15 to 20 minutes before cooking.

OVEN PREP TIPS

- Heat will circulate on all sides when ribs are lifted above the baking sheet on
- Brush ribs with a marinade or dust with a dry rub the day before and refrigerate for more flavor.
- Cook ribs low and slow. When preparing them in the oven, preheat to a lower temperature of 300 to 325°F, moving ribs to the middle of the oven. Roast for $2^{1/2}$ to 3 hours for St. Louis style or $1^{1/2}$ to 2 hours for baby back ribs. Halfway through cooking, cover ribs with aluminum foil to keep them from drying out.



Double-Rubbed Baby Back Ribs SERVES 9

3 racks pork baby back ribs Cherry and hickory wood chunks

COOKING RUB

1/4 c. brown sugar

3 tbsp. kosher salt

2 tbsp. chili powder

1 tbsp. paprika

1 tsp. garlic powder

1 tsp. onion powder

1 tsp. black pepper

1/4 tsp. cayenne pepper

FINISHING RUB

1 tbsp. paprika

2 tsp. turbinado sugar

1/2 tsp. kosher salt

1/2 tsp. garlic powder

1/2 tsp. onion powder

1/2 tsp. dry mustard

1/2 tsp. dried oregano leaves

1/2 tsp. chili powder

1/2 tsp. black pepper

APPLE SPRITZ

1/2 c. apple juice 2 tbsp. apple cider vinegar 2 tbsp. whiskey

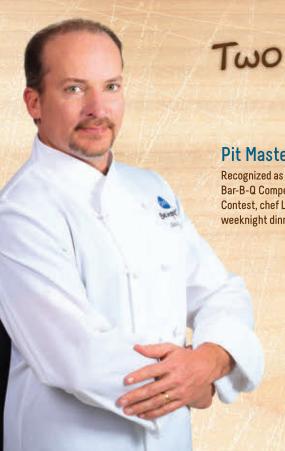
For more on pork, see page 71.

Soak two-thirds cherry wood and one-third hickory wood chunks in water for several hours. In two small bowls, make Cooking Rub and Finishing Rub; set rubs aside. Combine Apple Spritz ingredients; transfer to a clean spray bottle and set aside. Trim excess fat and pat ribs dry. Lay rib bones up and generously spray with spritz, then sprinkle evenly with half the Cooking Rub, pressing spices into meat. Let stand at room temperature for 5 min.; turn over, repeat spritz and rub. Cover and refrigerate 30 min.

Preheat smoker or large grill to 275°F indirect heat. Drain wood chunks; scatter on charcoal or place in smoker box. Once wood smokes, place ribs on smoker or grill grate, bone side down. Close lid and cook for 2½ hr. until browned.

Prepare 3 double-thick sheets of heavy-duty aluminum foil. Lay one rack on each. Spritz both sides of racks generously. Close foil into package, press out as much air as possible. Return ribs to smoker or grill and cook, covered, for 45 to 60 min. or until tender. Unwrap ribs; discard foil and juices. Return ribs to smoker or grill and cook, covered, for 10 min. Transfer ribs to platter; spritz both sides and sprinkle with Finishing Rub. Loosely cover with foil; rest 5 min. Cut each rack into 3 pieces to serve.





Two grilling gurus. Two sizzling styles.

Pit Master Chris Lilly

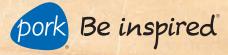
Recognized as one of the top pit masters in his field, Chris Lilly is head chef of the award-winning Big Bob Gibson Bar-B-Q Competition Cooking Team. A three-time Grand Champion at the Memphis in May Barbecue Cooking Contest, chef Lilly shares his secrets for winning ribs. "St. Louis style spareribs are perfect for any cookout or weeknight dinner," says Lilly. "Drenched in a succulent, flavorful sauce, they can't be beat!"

WET RUBS

- Wet rubs are like marinades a liquid mixed with spices and herbs.
- Wet rubs lock in flavor and keep food moist.
- Wet rubs adhere better to food than dry rubs.

GRILL PREP TIPS

- Be sure marinades don't have too many sweet ingredients-sugar burns quickly.
- Clean racks with vegetable oil or a nonstick spray to keep meat from sticking.
- Preheat grill to the proper temperature to ensure the meat sears quickly for a flavorful crust.



For more rib recipes and ideas, join the conversation at PorkBelnspired.com/PorkSocial

Blackberry-Jalapeño St. Louis-Style Spareribs SERVES 9

3 racks of St. Louis-style spareribs

DRY RUB

1/2 c. dark brown sugar, packed

8 tsp. garlic salt

8 tsp. chili powder

4 tsp. salt

2 tsp. black pepper

1 tsp. celery salt

1/2 tsp. white pepper

½ tsp. cayenne pepper

1/2 tsp. cinnamon

LIQUID SEASONING

11/2 c. apple juice

1/2 c. blackberry preserves

2 tbsp. reserved Dry Rub mix

1 tbsp. balsamic vinegar

4 cloves minced garlic

2 tsp. jalapeño pepper, seeded and minced

FINISHING GLAZE

1/2 c. white vinegar

5 tbsp. apple cider vinegar

5 tbsp. Worcestershire sauce

5 tsp. reserved Dry Rub mix

1 1/4 c. dark brown sugar, packed

1/4 c. tomato paste

1/4 c. maple syrup

3 tbsp. mild-flavored molasses

2 tbsp. blackberry preserves

1/2 tsp. jalapeño pepper, seeded and minced

1/4 tsp. hot chili sauce

In small bowl, combine Dry Rub ingredients. Reserve 2 tbsp. of Dry Rub for Liquid Seasoning mixture and 5 tsp. for Finishing Glaze. Apply remaining rub to both sides of ribs. In small bowl, mix Liquid Seasoning ingredients; set aside.

Preheat grill to 250°F indirect heat. Place ribs on grill grate, meat side up. Close lid; cook for 2½ hr. Prepare 2 double-thick sheets of heavy-duty aluminum foil. Lay one rack, meat side up, on each sheet. Pour ½ c. Liquid Seasoning over each rack. Tightly close foil packages. Return ribs to grill and cook, covered, for 1 hr.

In small nonreactive pan, mix the first four Finishing Glaze ingredients. Bring mixture to a boil and remove from heat. Stir in remaining ingredients with wire whisk until combined. Carefully unwrap ribs; discard foil and juices. Brush glaze on both sides of ribs. Return ribs to grill and cook, covered, for 10 min. or until glaze begins to caramelize. Transfer ribs to a platter and cut; serve with remaining glaze to pass.



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Ribs are the ideal barbecue food

By Fabio Viviani

AS THE TEMPERATURES rise, schools close and outdoor pools open, one thing is clear: It's grilling season. Whether you're planning a casual backyard barbecue or looking to impress guests at a sit-down dinner, nothing says summer quite like some delicious ribs. Two of the most popular kinds of ribs are baby back ribs and St. Louis spareribs. Here are some facts and cooking tips.

Baby back ribs

Baby back ribs are pork loin ribs; contrary to popular belief, they're named for their size and not the age of the hog. Compared to larger pork spareribs, baby back ribs are shorter, have less fat and are more tender.

When shopping for pork ribs, look for a rack with reddish-pink meat. Pork with a dark red color also has a good flavor, but it must be cooked and eaten immediately. The fat on pork should be pure white, not gray. Raw pork normally keeps for about two to three days if refrigerated and kept sealed in its original packaging. After cooking, pork will keep for four to five days in the refrigerator. But it's a mystery why anyone would want to wait to eat it!

Because of baby back ribs' compact size, they make excellent appetizers as well as a main course. Since the meat is so tender, it also takes less time to cook. After cooking, the rack can be cut into individual ribs, making ideal finger food.

St. Louis ribs

St. Louis ribs are also pork ribs, taken from the bottom of the sparerib. They are prepared by cutting

through the brisket bone of the sparerib meat to separate the rib tips. Once the rib tips are removed, the spareribs that are left are rectangular, making them easier to cook and serve.

Basically, what you are getting with a St. Louis cut is more meat and less fat. Because the ribs are trimmed differently, the meat shrinks away from the ends of the bone to form "handles" that make the ribs easy to pick up and eat.

As you might guess, the name of these ribs comes from St. Louis, where they are frequently cooked with a lot of barbecue sauce and braised in dark, spicy beer, which adds lots of extra flavor to the meat.

One of the many great things about ribs is that they can be smoked, slow-cooked in the oven, barbecued, braised or boiled before grilling. Cooking styles vary among regions, making Kansas City along with other Midwestern cities famous for—and very proud of—their particular style of ribs. Ribs can be prepared with rubs or sauce, or without to allow their natural juices to enhance their flavor. And whether you cook the meat until it is cooked through or falling off the bone, it doesn't matter. These ribs are great no matter how they're prepared.

Regardless of whether you serve baby back or St. Louis-style pork ribs this summer, your meals are bound to be a success. After all, isn't everything better with a little pork?

Fabio Viviani spent five seasons on Top Chef and owns three restaurants. For recipes and more, visit www.fabioviviani.com.

Barbecue St. Louis Ribs

4 pounds St. Louis-cut ribs 1/3 cup barbecue sauce, your favorite brand

MARINADE

1/4 cup extra light olive oil 1 tablespoon brown sugar 2 tablespoons red wine vinegar Leaves from 5 thyme sprigs, minced

1¼ teaspoons salt 1 teaspoon garlic powder 1 teaspoon smoked paprika Black pepper, freshly cracked

Whisk together all of the marinade ingredients in a measuring cup.

Arrange the ribs in a shallow baking dish and pierce them all over with a fork, then pour the marinade on top. Use your hands to rub it into the meat, making sure all the ribs are coated nicely. Cover with foil and refrigerate for a few hours or overnight.

Preheat your oven to 275 F.

Arrange the ribs meat side up in one layer in a shallow roasting pan and brush the barbecue sauce all over them. Reserve the marinade from the ribs and use it to baste them a few times during the cooking process. Roast the ribs slowly for about 2½ hours or until the meat falls off the bone when pierced with a fork.

Recipe by Fabio Viviani. Copyright © 2013, VF Legacy, LLC. All Rights Reserved.



The Costco Connection

Costco warehouses carry unseasoned back and St. Louis ribs in the meat case and preseasoned back or St. Louis ribs in the deli case. Fabio's Italian Kitchen, by Fabio Viviani, is available in most Costco warehouses.

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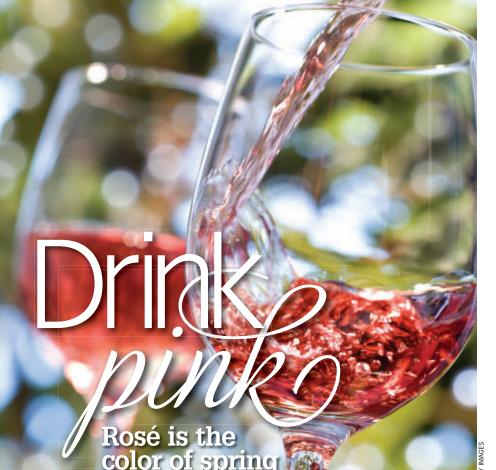


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wine connection

By Annette Alvarez-Peters



I ALWAYS LOOK forward to this time of year, when the warmth starts to sneak back into the days, and they're lasting longer. During spring, I temporarily move away from heavier red wines and reach for a wine that is

crisp and refreshing.

This year I vow to drink more rosé (roh-ZAY). Although rosé wine is not as popular as some of the red or white varietals, it's a category worth exploring. These wines can be made from many different grape varieties and are produced in almost every wine region in the world. This season I recommend you compare and contrast the wide range of rosés on the market, until you can settle on one or a few that will make you beam.

Many shades of pink

The word rosé means "pink" in French, although rosé wines vary from deep red-rose to pale pink, and in some cases even display an orange hue.

The grape varieties used are also diverse, depending upon the wine region in which they are grown. Rosé wines can be made from Pinot Noir, Grenache, Syrah, Cinsault, Tempranillo, Zinfandel, Cabernet Franc and Sauvignon grapes.

There are three methods to create a rosé wine. The first is to simply combine red wine

and white wine. This is illegal in Europe and does not produce quality rosé. Most quality rosé wine is produced using the "skin contact" or the *saignée* method.

In the early stages of production, red grapes produce a pale, almost white juice. The red color of rosé wine actually comes from the pigments in the crushed grape skins. In the skin contact method, the key is defining the proper length of time the grape juice should stay in contact with the grape skins. When the winemaker achieves the desired color and balance, the juice is removed from the skins.

The saignée method (saignée means "to bleed" in French) is the gentlest method, and arguably the finest production technique. During maceration—the time in which the juice is in contact with the skins before fermentation—the crushed grapes soak at cool temperatures for a short period of time. The pale rosé juice is bled out of the tank and fermented in a separate tank to create a rosé wine with finesse and balance.

My favorite type of rosé is in the form of tiny bubbles. There are fine examples of rosé sparkling wines throughout wine country, most notably produced in Champagne. Incredible values can also be found in sparklers from California, Spain and Italy.

From sweet to dry

In the United States, we are most familiar with White Zinfandel; this type of rosé is a particularly sweet wine. However, many

rosés, especially those produced outside the U.S., are actually bone dry. These fruity, refreshing rosés can be your go-to wines when you are deciding between a full-bodied red or a chilled white. The light- to medium-bodied wines pair well with a variety of foods, such as hors d'oeuvres, barbecue, seafood, chicken or even salads and cheese.

The U.S. (California, Washington), South Africa and Europe (France, Spain, Italy) all produce fantastic, dry rosés. When seeking out these wines, you may not find the term "rosé" on the label. Instead, it may have a different moniker, such as *vin gris*, *saignée*, *rosado* (Spain), *rosato* or *chiaretto* (Italy) or blush (U.S.). Whatever the name, experimentation is the game.

Rosé is an excellent all-occasion wine with beautiful aromas and flavors of raspberries, cherries, strawberries and spice. The beauty of exploring is finding the wine region and grape variety that suit your mood. With the warm weather upon us, there is no better time to find a new pink wine to share with those you enjoy being around. Cheers to you and yours!

Annette Alvarez-Peters oversees Costco's wine, beer and spirits program.



You'll find these fine blends at select Costco locations:

Coppola Sofia Rosé, Monterey County, California Item #194685

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"Some stories wait their turn to be told; others just TAP YOU ON THE SHOULDER AND INSIST YOU TELL THEM.

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— Michael Scott

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THERE AREN'T MANY authors who can boast sales of 250 million copies in 97 countries and 37 languages, but Jeffrey Archer is one of them. The author of *Kane and Abel* has just come out with his 32nd book, *Best Kept Secret*. It's the third book in the five-volume *Clifton Chronicles* series, following the life and family of Harry Clifton.

The much-awaited book, already on best-seller lists from pre-release sales, opens in post–World War II Britain as main characters Harry Clifton and Emma Barrington begin building a life together as husband and wife. (The series begins in 1920—with *Only Time Will Tell* [MacMillan, 2011]—and will end 100 years later, in 2020.)

"When I write I never know what's going to happen in the end," says Archer, 72, from his home in London. "I can say that I know generally what will happen 10 pages ahead and pretty well what I will write for the next five, and then I pray. I haven't gotten a clue myself what will happen in the next book."

Archer became a writer almost by accident. He started his career as a politician, serving as a member of Parliament when he was just 29. It wasn't until 1976, when he was in his 30s, that he wrote his first novel, *Not a Penny More, Not a Penny Less*, after a bad investment forced him to resign, deeply in debt, from the House of Commons. Unable to get a job anywhere else, and needing to repay his creditors, Archer decided his only option was to write a book inspired by his experi-

The Costco Connection

Best Kept Secret (Item #761391) is available in most Costco warehouses.

ences, and it was more successful than he ever imagined. By the time his third novel, *Kane and Abel*, was published in 1979, his name had become recognized around the world.

Despite his success as a writer, Archer stayed involved in the UK's Conservative Party until 1999, when he was charged with perjury and conspiracy to pervert the course of justice, dating back to a libel case he brought against a newspaper. He went on to serve two years in prison. Archer's time

"I haven't gotten a clue myself what will happen in the next book."

—Jeffrey Archer

behind bars inspired him to write *A Prison Diary*, a three-volume memoir based on his experiences behind bars.

His body of work also includes shortstory collections, plays and fiction writing. "I am a storyteller at heart," says Archer, who divides his time between London, Cambridge and Majorca. "[Even] today, when a new book comes out I am always thrilled and have the natural fear that no one will read it."

Throughout Archer's storied career, his tough work ethic has remained constant. When he's working on a book, he writes eight hours a day, often for 50 days at a time, drafting each page by hand. Each book goes

through about 17 versions, with his editors seeing only the last three or so.

"There is no substitute for hard work," he says. "The average book takes about a thousand hours of work. While I'm in



Jeffrey Archer

the middle of it, it's very difficult, but you keep telling yourself that it will end, that after 50 days you can rest."

Punishing work schedule aside, Archer has no plans to slow down anytime soon. He already has outlines of his next four books, and intends to write a set of short stories along with a "big, sweeping novel" that he says will take at least two years to complete.

"I stay inspired by always looking out to see what others are doing," says Archer, who just finished watching the first two seasons of the popular Danish political drama *Borgen* while on a writing jag. "The young like a good story, and so do the old. As long as you tell a good tale, people will want to read it. I love writing, and it's going so well. Why would I give this up?"

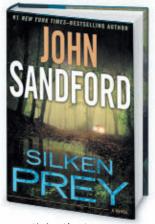
Rachel Stafler is a freelance lifestyle writer based in London.



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Scan or click here to watch a video that sets the stage for the *Clifton Chronicles*. (See page 5 for scanning details.)

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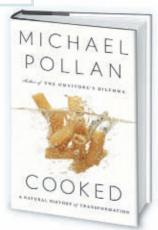
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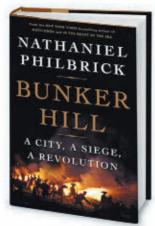
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-Kirkus Reviews (starred review)



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Random House | paperback | workbooks | on sale mid-May | Item #658710 (language), #658705 (math)

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Verboten love

Author explores lives of Berlin women during World War II

By Matthew Robb

ALL WRITERS RELY on their muses, yet David R. Gillham traces many of his creative flashes to the "dark corners of history." In 2009, he tapped into the jet-black abyss of World War II and found "the ideal background for building characters, exploring moral decisions and generating suspense." In late 2012, *City of Women* hit shelves.

Readers swooned. Sales soared. Master novelist Alan Furst hailed the *New York Times* best-seller as "extraordinary," while *Slate* magazine feted it as "great ... with a morally complex, intelligent heroine at its center."

Speaking from his home in Amherst, Massachusetts, Gillham professes an almost lifelong affection for Berlin—he



David R. Gillham

was in his 20s when he began the first of three novels on the "Millennium City." The Kentucky native, now 55, tells *The Connection*, "In the 1920s, Berlin was this wide-open place with incredible contrasts of poverty and wealth, creativity and oppression. It was a very rich period for a writer, so I started to learn all I could about it." Although all three of his manuscripts died on the vine, Gillham's romance with Berlin blossomed.

When the Iron Curtain fell in 1991, the novelist hopped a jet for the East German side of the metropolis. "I knew there was a very small window to find pieces of the old city from World War II," he

reflects. "The Soviets hadn't touched these buildings for half a century. On one building, the facade had been torn off and I could look up and see newspaper fluttering inside an apartment. Years later, I used that imagery in *City of Women*. My main character turns the corner after a bombing raid and finds that same building."

In 2009, Gillham threw himself into his *City of Women* project—all told, a three-year undertaking. When the stay-at-home dad wasn't joining singalongs at parks with neighborhood mothers, he was capturing on paper the gritty, gut-wrenching terror of a German "war wife" swept up in a forbidden romance with a mysterious Jewish suitor in Hitler's Berlin. To infuse his manuscript with the high-definition realism it needed, he researched the circa 1943 German capital—shattered by Allied bombers during World War II—right down to the neighborhood level. Once the city's "blueprint" was complete, he began mentally prowling its streets in search of his cast of characters.

Gillham credits the intensive skills-building of the University of Southern California's graduate program in screenwriting for helping him more nimbly navigate the tricky terrain of storytelling, from the book's rich characters and crisp dialogue to its twisty-turny plot and dramatic tension. He says, "I still think like a screenwriter, even if I'm writing a novel."

Without doubt, *City of Women* is infused with left-brain hyperrealism. Yet the *Minneapolis Star-Tribune* praised it as "a beautifully told love story." Gillham agrees: "The general theme of my writing is about trying to find love, looking for redemption and dealing with the contradictions—indeed, with the great moral choices—of life."

Having grown up especially close to his elder sister, the novelist says it felt "very natural" to write for Sigrid, his female protagonist. "I enjoy women, I enjoy being around them and I enjoy talking with them," he says. "And I'm one of those writers who has a very personal relationship with the novel's characters. I sort of fall in love with the women, especially with Sigrid in *City of Women*." After spending so many restless nights with his German heroine, Gillham discovered that she was also his muse.

As a reader, Gillham confesses that his love for the written word hasn't diminished. "I still feel this kind of giddy rush—that I just want to hurry into this world. If it catches me in the first three paragraphs, I charge into that novel and everything around me sort of vanishes."

Matthew Robb writes for magazines across the nation on arts and entertainment, travel and health. He resides in the suburbs of Washington, D.C.



By all accounts, Sigrid Schroder is the ideal German soldier's wife: She dutifully goes to work, makes the most of rations and tends to her mother-in-law. And yet, with her husband shipped off to Russia to fight, she dreams of her former lover, an expert in gems and manipulation, who has removed the star from his lapel and gone underground.

Gillham does an unforgettable job of taking readers to 1943 Berlin. The city is filled with women who, although left behind, are forging ahead with their lives and wrestling with decisions that are heavy with life-changing implications.

(Available May 7; Item #756460)

For more book picks, see page 79.



Signed book giveaway



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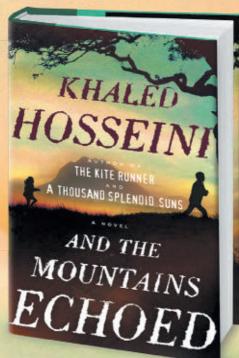
COSTCO HAS 50 COPIES of David R. Gillham's *City of Women* to give away. To enter, go to Costco.com, search for "MayBookPick" and follow the instructions. Or print your name, address and daytime phone number on a postcard or letter and send it to: David R. Gillham, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

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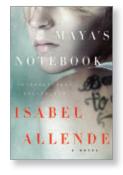
If it's funky, he'll find it

Food Network celebrity chef Guy Fieri continues his hugely popular Diners, Drive-Ins, and Dives series, profiling some of America's hiddengem restaurants—



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William Morrow | paperback | cookbook | on sale May 14 | Item #756581



Making sense of the past

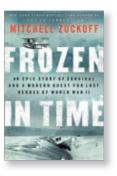
A young woman's downward spiral comes to a screeching halt when she starts recording her turbulent life story in her journal. *Maya's Notebook* is a startling novel of

suspense from Isabel Allende.

HarperCollins | hardcover | fiction | on sale April 23 | Item #756642

From the bestselling author of *Lost in Shangri-La*

A heart-stopping blend of mystery and adventure, Frozen in Time tells the story of survival in the brutal Arctic winter during WWII. A moving



reminder of the everyday sacrifices of the U.S. military.

HarperCollins | hardcover | nonfiction | on sale April 23 | Item #756641



murder scene holds chilling memories from his childhood in *Broken Harbor*. And Detective Carl Morck is back in *The Absent One*. Things are not what they

seem in Jussi Adler-Olsen's incredible follow-up to his best-selling debut.

Broken Harbor: Penguin | paperback | fiction | on sale April 30 | Item #756649

The Absent One: Plume | paperback | fiction | on sale May 7 | Item #756652





FICTION

The Great Gatsby, by F. Scott Fitzgerald. What can I say about this novel that hasn't been said in the nearly 90 years since its publication? With the film adaptation by Baz Luhrmann hitting the big screen this month, I can't think of a better time to (re)read this great American novel, set in the Roaring '20s. Fitzgerald tells the story of Yale graduate Nick Carraway, who rents a Long Island home next to mysterious millionaire Jay Gatsby. The two become friendly at a party, and, as the novel unfolds, their lives become intertwined through past love, unhappiness and deceit.

—Scott Losse inventory control specialist, books

Book buyers' picks

World War Z: An Oral History of the Zombie War, by Max Brooks. This novel takes place after the Zombie War is, for the most part, over. (Zombies may never truly be wiped from the earth.) The interviewees are survivors from around the world, from military men to politicians and doctors to gardeners. Through their stories, readers are taken from the first rumors of zombies, to the panic of realizing rumor is reality, through the long years of the war, and finally to trying to rebuild what is left of society. The first-person accounts create an immediacy that makes for gripping storytelling.

—Beth Alley inventory control specialist, books

Fly Away, by Kristin Hannah. More than once I've finished a book only to start missing the characters as soon as I read the last page. Luckily for readers, Hannah has returned to the lives of Kate and Tully from Firefly Lane. When Kate passes away, Tully tries to honor the death-bed promise she made to be there for Kate's

children. However, Tully has no reference for how to be a mother. A late-night phone call sends Tully, her mother and Kate's oldest daughter on a powerful road to redemption.

—Shana Lind-Stowers, assistant buyer, books

NONFICTION

Instant Artist series, from SpiceBox. Regardless of your skill level, these kits are great to have around when the creative urge hits. The 40-page Acrylics: Tips and Techniques instruction book, included in each kit, introduces readers to the materials and methods used in acrylic painting, including color mixing, brushstrokes, paint-layering techniques and the step-by-step process of completing a canvas. Each kit also includes 12 tubes of acrylic paint, three brushes, three pre-stretched and preprinted canvases and one palette. Prepare to experience the delight and achievement of creating your own masterpiece!

—Jonna Erickson-Outlaw assistant buyer, books

New releases

street dates

Mav 14

American Gun Chris Kyle

The Outsider Jimmy Connors

Inferno Dan Brown

May 21

And the Mountains Echoed
Khaled Hosseini

Eleven Rings Phil Jackson

May 28

Looking for MeBeth Hoffman

Zero Hour Clive Cussler

Deeply Odd Dean Koontz

The Son Philipp Meyer





Novelist Lee Child's Jack Reacher hits the movies

By Steve Fisher

JACK REACHER, the 6-foot-5, 250-pound former U.S. Army MP—a man with no home and no belongings, but with his own moral code for fighting injustices—has starred in 17 best-selling novels by Lee Child (the pen name of Jim Grant). Reacher now makes his first big-screen appearance in the eponymous *Jack Reacher* (based on the book *One Shot*), starring Tom Cruise. The author was an inte-

gral part of the transition, saying, "I was involved all the time." It wasn't a difficult segue because Child worked in theater and television in his native England before a downsizing at Granada Television left him unemployed. Drawing on his years in entertainment, he chose to become a novelist.

The Connection recently spoke with Child on writing the books and unleashing his big character on the big screen.

Costco Connection: Why did

you decide to create an American protagonist rather than drawing on your British roots?

Lee Child: It was the nature of the character. I really wanted this alienated wanderer who lived an isolated, anonymous life and goes from place to place. And that was going to need a huge stage, big sky, empty country, dangerous place. You found it in Europe in the Middle Ages ... but that character was

forced out of Europe in the 19th century to America and the West.

CC: Where did the character come from? **LC:** I was out of work and broke, and it was very important that this work—because I needed to eat, basically. But I knew enough about entertainment by that point after

"The only thing you can do is write from the heart and hope for the best."

—Lee Child

20-plus years to know you can't just design it. You can't just sit there and draw a blueprint and then write about it. Because that's somehow cynical, manufactured or cardboard. The only thing you can do is write from the heart and hope for the best ... which is what I did, because that gives the book a kind of organic energy and [a] kind of vivid, beating heart. And Reacher is what came out.

cc: When you sit down to write, do you have the whole plot worked out?

LC: It's all literally made up on the spur of the moment. What happens in the next sentence, that's fresh to me. So, I have no outline and no plan.

CC: A lot of your fans were less than thrilled when it was announced that Tom Cruise would play the unusually tall Reacher. [Cruise is reportedly 5-foot-7.] Was there any discussion of somebody else playing the role?

LC: There was a lot of discussion about who should play the role. And most of it was centered around the physical impact. We found two things. There really are no [stars] of Jack Reacher's stature, so whoever you would pick would be a compromise of at least several inches and 30 or 40 pounds. Eventually we thought we should just go for the actor with the best technical skill who could bring the other parts of Reacher to the screen, which are really just as important. So if you look at the actors who understand action roles like that but also have a thinking component, it very quickly came to Cruise as the best guy.

cc: Of all the books, why was One Shot chosen as the first book to be filmed?

LC: A movie has to work within itself, but also maybe it will become a franchise, so the opening of the first movie becomes very important. *One Shot* was the only book where Reacher actually doesn't appear for the first several chapters of the book. Translated into



Tom Cruise (above and far left) as author Lee Child's iconic character Jack Reacher. Child (inset, center) has a cameo appearance in the film.

movie terms, that's like eight or 10 minutes of the movie. What you've got is other people referring to Reacher so that you can get the introduction of the character set up in those first few minutes—and then he shows up and goes to work.

cc: Was there any discussion of you writing the screenplay?

LC: There wasn't because we got this fantastic writer, Chris McQuarrie [who also directed]. And I concurred with that completely. It's very difficult to adapt your own stuff because you really need to be very clinical about it and very brutal. There are great parts of the book that are going to be cut out, great characters that are going to be eliminated. What you need is somebody with a cold eye that does not have that emotional investment. They can do a more effective job.

CC: Have you considered doing a book as a TV miniseries to delve into the material deeper? **LC:** I think there's something purer and something more monumental about a movie. The magic of movies is a great thing. It's essentially a long romantic tradition, and I'm thrilled that I'm a little part of that now.

The Costco Connection

Jack Reacher is available in Blu-ray at Costco warehouses; an assortment of Lee Child's Reacher books is also available.





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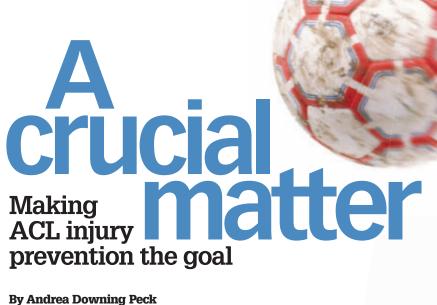


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FEMALE ATHLETES HAVE an unwelcome advantage over their male counterparts in one statistical category: the number of anterior cruciate ligament (ACL) injuries.

ACL injuries typically occur when an athlete stops and changes directions suddenly or lands a jump, making the knee injury most common in sports such as soccer, basketball, football and volleyball. An estimated 300,000 ACL injuries occur annually in the United States, with girls two to eight times more likely to rupture this ligament, which connects the thigh bone to the shinbone and stabilizes the knee joint. A torn ACL usually requires reconstructive surgery and a six- to 12-month recovery period before an athlete can return to his or her sport.

The exact reason women and girls are more prone to ACL injuries remains elusive. While anatomical differences between men and women often are cited—for example, women have a wider pelvis, meaning the angle of a female's thigh bone puts more pressure on the inside of the knee—researchers are zeroing in on a handful of neuromuscular factors to explain why women and girls may be more at risk for non-contact ACL injuries:

- When cutting, running and jumping, women and girls exhibit less upper-body control, putting more stress on the knee joint.
- Women and girls rely more on the leg's quadriceps muscles when decelerating, rather than a combination of hamstrings, glutes and calf muscles.
- Women and girls often land jumps in a knock-kneed position.
- Asymmetrical leg strength makes women and girls more likely to injure their non-dominant leg.

"There are multiple factors, and researchers have been trying to figure out what the

The Costco Connection

Costco and Costco.com carry a variety of exercise equipment, as well as medications, heat pads and more to help prevent or treat injuries.

most important factor is, but we probably need a risk-ratio equation," says Dr. Mary Lloyd Ireland, a University of Kentucky-based orthopedic surgeon who specializes in sports medicine and injury prevention. "In my opinion, the most important factor is core stability and being able to control your landing patterns from the abdominal, back and hip musculature down."

Prevention is key

That's where ACL injury prevention programs come in. Prevention programs can be particularly beneficial for female athletes because they focus on neuromuscular retraining and increasing core strength, agility and coordination.

"I call it driver education," says Dr. Frank Noyes, whose Cincinnati SportsMedicine Research and Education Foundation has developed a scientifically proven ACL prevention-training program. "That's what Sportsmetrics does. We don't oversell it. We don't say we are going to prevent every ACL injury, but we have statistically shown you can reduce the ACL injury rate" among female athletes to a level comparable to male athletes playing the same sports.

Sportsmetrics involves 90 minutes of highintensity strength and flexibility training, plyometric jumping, sport-specific agility drills and cardio workouts performed three times a week for six weeks. During the season, exercises are incorporated into daily warm-ups.

Coaches, however, often are reluctant to dedicate large chunks of time to injury prevention, so they turn to less time-intensive options. The Santa Monica Sports Medicine Foundation's Prevent Injury and Enhance Performance program is one proven option. This strategic training program also targets female athletes but is condensed into 20-minute warm-up sessions performed two or three times per week.

Seattle Pacific University assistant women's soccer coach Arby Busey, who also coaches for one of the Seattle area's largest

youth programs, says he incorporates aspects of different prevention programs into his practices. He believes prevention programs are paying dividends throughout youth soccer.

"We are going in the right direction," says Busey, a Costco member. "Six years ago, there wasn't a month that would go by that I didn't hear about a coaching

buddy or somebody I knew who was dealing with an ACL injury. Now it is down to every six months or once a year."

Looking at the long term

Noves, however, is concerned that coaches are looking for a "quick fix" and fail to include all the components necessary for prevention training to be effective.

"The biggest mistake we find is the intensity of the jumping routines is not there," Noves says. "The second thing is they don't have an instructor who says to the female athlete, 'Here's how you do it.' If you jump a thousand times, but every jump is incorrect, it doesn't make any difference."

There is no way to prevent all ACL injuries, but Timothy Hewett, director of research, Ohio State University Sports Medicine, is confident fewer female athletes will be sidelined if high school and youth sports programs make prevention an integral part of training.

According to Hewett, a Costco member, "Potentially, if we can get these programs instituted, we have the opportunity to drop the number of ACL injuries by 50 to 60 percent, which would be a huge reduction."

Andrea Downing Peck is a freelance writer from Bainbridge Island, Washington.

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ARTHRITIS IS a complex family of more than 100 different musculoskeletal disorders that destroy joints, bones, muscles, cartilage and other connective tissues, hampering or halting physical movement.

The disease is the leading cause of disability in the U.S., and strikes 50 million adults (one in five) and 300,000 children. Arthritis is a more frequent cause of activity limitation than heart disease, cancer or diabetes.

Annually, arthritis results in:

- 44 million outpatient visits
- 992,100 hospitalizations
- **9,367** deaths
- 21 million people with activity limitations
- \$128 billion cost to U.S. economy

 Not all causes of arthritis are understood, and there are not yet cures for the
 disease, but there are a broad range of

stood, and there are not yet cures for the disease, but there are a broad range of treatment alternatives geared toward relieving pain, improving mobility and preventing additional damage. These include:

- Lifestyle changes such as exercise programs, physical therapy, massage and diet
- Medications, always with the guidance of a doctor, including prescription meds, over-the-counter drugs and dietary supplements
- Surgery for joint repair or replacement as required



Tablet or smartphone?Scan or click here for a video about the Arthritis Walk. (See page 5 for scanning details.)

Common forms of arthritis

Osteoarthritis, the most common form of arthritis, is a progressive degenerative joint disease characterized by the breakdown of joint cartilage. It affects nearly 27 million Americans, most over the age of 45, and is associated with risk factors such as obesity, a history of joint injury and age.

Rheumatoid arthritis (RA) is a systemic disease characterized by the inflammation of membranes lining joints, causing pain, stiffness, swelling and often

STAYING HEALTHY OUTDOORS

Fit for golf

By Linda Melone



CHASING A LITTLE white ball around a manicured lawn may seem more like a game than a sport (that particular debate, which has been going

on for years, is further covered on page 20), but don't tell that to your muscles. Golf requires strength, balance and coordination. An injury can set you back for the entire season. Take a proactive approach using stretches and strengthening exercises to help reduce your risk.

Before you start, it's best to meet with a fitness specialist to assess your limitations and make specific recommendations, says Costco member Fabio Comana, director of continuing education for the National Academy of Sport Medicine. "Injury prevention requires using proper golf mechanics and the right equipment ... and then you can prepare the body."

The following stretches and exercises address the body parts most likely to pay the price of an active golfing season.

Lower back

Stand with both feet together, holding a light (4-pound) medicine ball or dumbbell close to your chest. Tighten your abdominal muscles and slowly rotate left and right, moving hips and shoulders in unison. Perform two to three sets of eight to 12 repetitions in each direction.

Shoulders

This strengthens the rotator cuff muscles, which help stabilize the shoulder. Slowly raise your arms upward from your sides to shoulder level, moving them to a point where your arms are about one-third of the way to being directly in front of you, keeping your thumbs pointed upward. Do one set of 15 reps.

Knees

To protect your knees, it's most important to warm up and stretch your hips, says Joseph Ciccone, a physical therapist with ColumbiaDoctors Midtown in New York City. He says, "If you don't have sufficient



rotation at the hip, the stress travels to another joint [knee], which can lead to injury."

Try this hip stretch: Sit toward the front of a chair and cross your right ankle on top of your left knee. Place both hands on your right knee. While gently pushing down on your right ankle, lightly pull your right knee toward your stomach to feel a stretch deep within your hip near your buttocks. Hold for 30 seconds. Keep your shoulders back and chest opened up. Switch sides.

Wrists

Help the wrists with a simple wrist flexor and extensor stretch. Hold one arm straight out in front of you at shoulder height, palm facing down. Use your other hand to gently push the palm of your outstretched hand down, bending your wrist. Now flip your hand so the palm is facing up, and use your other hand to gently bend your hand until it faces out. Repeat stretches three to five times in 20- to 30-second increments, recommends Ciccone.

Before performing these moves, be sure to warm up thoroughly with light cardio, such as walking. "Then follow these exercises with practice swings at a slow pace, moving hips and shoulders in unison, one set of 10 reps and using full range, before heading to the green," says Comana.

Linda Melone, www.lindamelone.com, is a California-based writer specializing in fitness, health and nutrition.

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ARTHRITIS AWARENESS MONTH

severe joint damage. It can affect the heart and other organs. About 1.5 million people in the U.S. have RA, more women than men.

Lupus is a chronic inflammatory disease that can affect various parts of the body, especially the skin, joints and kidneys. As many as 1.5 million in the U.S. are affected, women more than men.

Gout occurs when a buildup of uric acid in the body causes crystallike deposits to travel to the joints. causing sudden, severe attacks of pain and tenderness, redness, warmth and swelling. Gout affects about 8.3 million people in the U.S., and is more prevalent in men.

Fibromyalgia, characterized by generalized muscular pain and fatigue, affects approximately 5 million people, and is more common in women.

The Arthritis Foundation provides more information about the disease at www.arthritis.org. The Arthritis Walk is their signature event to raise awareness and funds. Visit www. arthritiswalk.org for more information or to find an event near you.

—David Wight





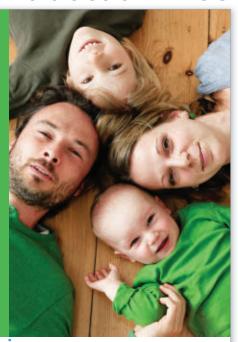
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Bahama 7-Piece Deep Seating Set

Includes corner chair, two armless chairs, right and left facing chairs and two square end tables. All-weather woven resin wicker with Sunbrella fabric.

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Includes two armchairs, loveseat, two ottomans and coffee table. All-weather woven resin wicker with Sunbrella fabric.

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Torres 7-Piece Deep Seating Set

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Create multiple seating configurations. Includes two armless chairs, two corner chairs, left arm chair, ottoman and glass-top coffee table.

All-weather woven resin wicker with Sunbrella fabric.

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Granada 3-Piece Chat Set

Includes two chairs and tempered glass-top cocktail table. All-weather woven resin wicker with Sunbrella fabric.

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Niko 20-Piece Estate Collection by Sirio Includes six-piece seating, seven-piece dining, threepiece club set and two loungers with two side tables. All-weather woven resin wicker with Sunbrella fabric.

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Includes left and right facing chairs, corner chair, three armless chairs, club chair and coffee table with two nesting side tables. All-weather woven resin wicker with Sunbrella fabric.

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Sidney 6-Piece Deep Seating Set by Mission Hills

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Includes four motion swivel lounge chairs and travertine firepit table. Powder-coated aluminum frame with all-weather woven resin wicker with Sunbrella fabric.

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Siena 5-Piece Deep Seating Set by Woodard \$1,999.99 Delivered #755110

Ellery 5-Piece Deep Seating Set by Woodard Includes sofa, two lounge chairs, coffee table and end table. Powder-coated aluminum with Sunbrella fabric.

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Includes sofa,
two club chairs
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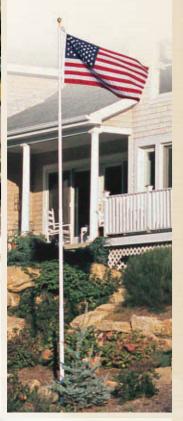
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- 46,000 BTU
- Piezo ignition system
- 87" tall with wheel kit

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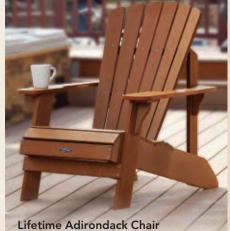
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Bold Series Ultimate 6-Piece Garage Kit Fully assembled heavy-duty 24-gauge steel with durable powder-coated

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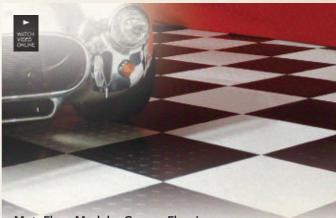
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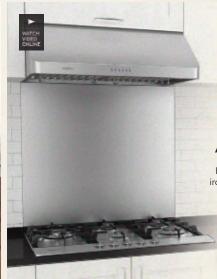




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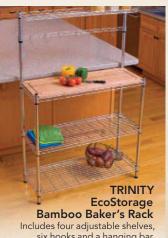
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Slide-A-Shell

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Bennington 4-Piece Queen Bedroom Set

Includes bed, two nightstands and dresser.

\$2,099.99 Delivered

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- · One additional driver fee waived
- Costco members save up to 50% on Where2 GPS rentals





TERMS AND CONDITIONS: One (1) additional driver fee will be waived at participating locations in the U.S. and is offered at a discounted rate from \$6.99/ day (plus tax) to Costco members. The savings of up to 35% with BCD W852873 and \$40 OFF with COUPON CODE MUG2041 are valid on an economy (group A) or above car group, excluding specialty vehicles (group X). \$40 OFF applies to the time and mileage charges only on a minimum five-consecutive-day rental period. Taxes, concession recovery fees, vehicle licenses recovery fees, customer facility charges may apply and are extra. Optional products such as LDW (\$29.99/day or less) and refueling are extra. Coupon is non-transferable, one coupon per rental. An advance reservation is required. Coupon may not be used in conjunction with any other coupon, promotion or offer except your Costco member discount. Renter must show Costco membership card at the time of rental. Coupon valid at participating Budget locations in the United States and Canada. Offer subject to vehicle availability at time of reservation and may not be available on some rates at some times. Renter and additional driver (if applicable) must meet Budget age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Valid for rentals 5/1/13 – 6/30/13 and 8/15/13 – 9/30/13.

*All prices are per person based on double occupancy. Orlando, Trafalgar and Caribbean prices include hotel taxes. Cruise price is cruise-only, is valid for select stateroom categories only, and does not include government taxes/fees and gratuities. Prices are in U.S. dollars, are true and accurate at time of printing, are valid for travel as specified, are valid for new bookings only and are available to Costco members residing in the United States. All offers and inclusions are subject to availability, blackout dates and restrictions may apply. Any unused portions[s] of inclusions are not pransferable, nonrefundable and not redeemable for cash. Cancellation and change fees may apply. Leventure may be a subject to availability and may change or be terminated without notice. Cancellation and change fees may apply. Executive Member benefit, if applicable, is valid for primary cardiholder only. Travel purchases are not included in the Executive Membership annual 2% Reward program. Costco Travel disclaims liability for any inaccuracies to typographical errors. Ships' registry: RCI: Bahamas. The cruise line reserves the right to reinstate a fuel supplement at any time. 'Value of shipboard credit is determined by the specific category booked. For bookings made within three weeks of departure, shipboard credit is not guaranteed. **Unless stated otherwise, added values are valid for 1st and 2nd passengers only. Beverages are not included at specialty dining or at Johnny Rockets. For spa experience, see spa manager aboard ship to make your appointment. Spa experience is limited to one per stateroom and is only available on port days. Gratuities are not included. **HYATT:* Reservations are subject to availability and must be made in sonly available on port days. Gratuities are not included. **HYATT:* Reservations are subject to availability and must be made in sonly available on port days. Gratuities are not included. **HYATT:* Reservations are subject to availability and must be made in sonly available on the standard

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FLORIDA



ORLANDO: Walt Disney World Swan and Dolphin Resort Value Package with Walt Disney World, Tickets

\$919 \$919

INCLUDES SAVINGS &

JDES \$100
GS & PER PERSON

\$100 RESORT CREDIT · KIDS EAT FREE

Valid for travel 7/1/13 – 9/30/13. Book by 6/30/13. Airfare is available at an additional cost.

SIX-NIGHT PACKAGE:

- Dolphin Resort-View Room
- \$100 resort credit (per room, per stay)
- Kids eat free at select hotel restaurants (9 or younger)
- Two Walt Disney World_® 4-Day Magic Your Way Tickets with Park Hopper_® option
- All applicable taxes and fees

Other travel dates and room categories are available. Prices will vary. For Walt Disney World, ticket details, visit the Travel section of Costco.com. As to Disney artwork: @Disney

EUROPI



TRAFALGAR: Imperial Europe

\$1,922 ·

INCLUDES SAVINGS & VALUES OF

\$100 PER PERSON

MUNICH, PRAGUE, BUDAPEST AND MORE

Valid for travel 5/2/13 – 10/21/13. Airfare is available at an additional cost.

11-DAY PACKAGE:

- Insider sightseeing, including exclusive Be My Guest dinner at a family home in Budapest
- Expert Travel Director throughout your trip • 14 meals, including a Welcome Reception in
- 14 meals, including a Welcome Reception in Munich and a Highlight Dinner in Prague
- Visit 1,000-year-old Prague Castle, Hofburg Palace, Wachau Valley and more



Ask about Executive Member Benefit.

CARIBBEAN



BAHAMAS: Atlantis, Paradise Island - Royal Towers

FOR PRICES, CLICK TRAVEL AT COSTCO.COM.

CHILDREN 11 AND YOUNGER STAY FREE.

COMPLIMENTARY WATER-VIEW UPGRADE

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FOUR-NIGHT PACKAGE:

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- Kids Experience Pass \$350 value
- Unlimited access to AQUAVENTURE
- · Daily utility service and mandatory gratuity fees
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Additional accommodations are available.[‡]

*Prices and inclusions will vary from featured accommodations.

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EXCLUSIVE BEACH ACTIVITY PACKAGE

Ocean-View Stateroom Valid on Allure of the Seas® 9/8/13 sailing.



SEVEN-NIGHT CARIBBEAN CRUISES:

Sail aboard Freedom of the Seas®, Allure of the Seas® or Oasis of the Seas®.

COSTCO MEMBER VALUES:

- \$140 shipboard credit (per stateroom)†
- Exclusive beach activity package**
- \$25 beach beverage credit (per stateroom)
- •\$30 specialty dining credit**
- Onboard soda package**
- •One spa experience**
- Dinner for two at Johnny Rockets®**

Other dates and stateroom categories are available. Price and inclusions will vary.





in rate quoted. Promotion cannot be combined with Costco Travel vacation packages. Additional charges may apply for additional guests. Promotional blackout periods may apply due to seasonal periods or special events, and normal arrival/departure restrictions apply. Offer not valid for group reservations as defined by Hyatt. A limited number of rooms are available. Hyatt reserves the right to alter or withdraw this program at any time without notice. Hyatt Hotels & Resorts hotels managed, franchised or leased by subsidiaries and affiliates of Hyatt Hotels & Resorts Park Hyatt Gold Passports, and related marks are trademarks of Hyatt Corporation. Whatt. A limited hyatt Corporation. Hyatt. Hyatt Hotels & Resorts Park Hyatt Register Grand Hyatts, Hyatt Register Search, Hyatt

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NORWEGIAN CRUISE LINE

BERMUDA:

Buyer's Choice Family Cruises

\$694

INCLUDES \$175 SAVINGS & TITO
VALUES OF PER PERSON

INSIDE STATEROOM

Valid on Norwegian Breakaway 9/8/13 sailing.





COSTCO MEMBER VALUES:

- Costco member scavenger hunt aboard ship with up to \$5,000 in prizest
- Three private events with Nickelodeon characters*
- \$75 shipboard credit (per stateroom)
- Nickelodeon bedtime kit (one per child)
- Soda package (one per person)
- 8" x 10" photo (per stateroom)

Other stateroom categories are available. Prices will vary. Also available on Norwegian Jewel 9/7/13 Alaska Sailing.



PRINCESS CRUISES®

ALASKA:

Exclusive Alaska Cruise Tour #21N

\$2.483

INCLUDES \$385 SAVINGS & YOUNGS WALUES OF PER PERSON

BALCONY STATEROOM

Valid on Diamond Princess® 9/14/13 sailing.



COSTCO MEMBER VALUES:

- \$275 shipboard credit (per stateroom)†
- Three-course dinner at Mountain-View Restaurant*
- Music of Denali Dinner Theater**
- One dinner aboard Princess Rail from Denali to Fairbanks'
- Upgrade from Natural History Tour to Tundra Wilderness Tour*

Other stateroom categories and sailing dates are available. Prices will vary.



HOLLAND AMERICA LINE®

CANADA AND NEW ENGLAND:

Canada and New England Discovery

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OCEAN-VIEW STATEROOM

Valid on ms Veendam® 10/12/13 sailing.





SEVEN-NIGHT ITINERARY:

Sail from Quebec City (Quebec) to Boston. Enjoy scenic cruising of the Saint Lawrence Gulf, calling at Charlottetown (Prince Edward Island); Sydney and Halifax (Nova Scotia); and Bar Harbor (Maine).

COSTCO MEMBER VALUES:

- \$235 shipboard credit (per stateroom)†
- \$75 bonus shipboard credit (per stateroom)
- One bottle of wine (per stateroom)

Other stateroom categories are available. Prices will vary.



CELEBRITY CRUISES®

CARIBBEAN: Buyer's Choice Samuel Adams Craft Beer Cruise

\$1.049 PER PERSON*

INCLUDES SAVINGS & \$370 PER PERSON

CONCIERGE CLASS BALCONY STATEROOM

Valid on Celebrity Silhouette® 3/16/14 sailing.





COSTCO MEMBER VALUES:

- \$140 shipboard credit (per stateroom)[†]
- Private Samuel Adams craft beer reception**
- Private, four-course, craft beer-pairing luncheon at Lawn Club Grill**
- Two private, craft beer-tasting seminars*
- Two private, behind-the-scenes tours**
- Onboard value coupon booklet (per stateroom)

Other stateroom categories are available. Prices will vary.

Price shown is per person based on double occupancy, is valid for select stateroom categories only, and does not include government taxes/fees and gratuities. Prices are in U.S. dollars, are true and accurate at time of printing, are valid for *Price shown is per person based on double occupancy, is valid for select stateroom categories only, and does not include government taxes/fees and gratuities. Prices are in U.S. dollars, are true and accurate at time of printing, are valid for rew bookings only and are available to Costco members residing in the United States. All offers and inclusions are subject to availability, blackout dates and restrictions may apply. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Cancellation and change fees may apply. Unless otherwise noted, offers are not combinable with select rate codes, coupons or other offers. Travel purchases are not included in the Executive Membership annual 2% Reward program. Offer shown is cruise-only/cruise tour-only. Costco Travel disclaims liability for any inaccuracies or typographical errors. 15hipboard credit is per stateroom based on cruise-or cruise tour-only fare. Value of shipboard credit is determined by the specific category booked. For booked, For Book





Members come first

Costco answers the call for quality health insurance

By Hana Medina

LAST SPRING, COSTCO member Denis Gomez was laid off from his job and left without health insurance for his family of four. He says he was determined to find an alternative to the insurance available in unemployment, and "I was very fortunate to come across the health benefits available at Costco."

The Gomez family enjoyed a 33 percent savings over government-sponsored insurance options after enrolling in Costco's personal health insurance. "We were fortunate that our family physician and dentist were both considered in-network providers," says Gomez. "The transition was seamless."

Many members are finding that Costco health insurance is a competitive option, just like the products in Costco warehouses. Lisa Castaneda, Costco Services health insurance manager, says it's the number-one most-requested service. "Members count on us to negotiate for them. Even with health insurance, we create the best plans at the best price," she says.

Lisa and her team partnered with Aetna to design Costco's proprietary health insurance plans to fit a variety of coverage needs

Costco personal health insurance

is available in Arizona, California, Connecticut, Florida, Georgia, Illinois, Michigan, Nevada, Pennsylvania, Texas and Virgnia.

and budgets. Depending on the state in which the member lives, up to five plans are available, each with the option of adding dental coverage. Deductibles range from \$3,000 to \$7,500.

All plans include a Costco Pharmacy benefit, which helps keep the costs of the insurance plans competitive. "Costco's efforts to continually drive savings to members is well demonstrated in the way we price our prescription drugs. We're a market leader [in pharmacy], so why not use our own internal resources?" says Lisa.

Executive members enrolled in one of the plans also have access to Health Advocate, a team of registered nurses who are available by phone to provide health resources, including preventive-care advice, treatment options and cost-comparison information.

More than 10,000 members are enrolled in Costco's personal health insurance in the 11 states where it's available.

Costco's personal health insurance website offers detailed information and plan comparison tools to find the most appropriate coverage. But if questions arise while they are viewing the site, members don't have to go through the enrollment process alone. Custom Benefit Consultants (CBC), an organization of insurance-industry experts, can walk members through options and offer continued support beyond the enrollment process, including assistance with claim disputes. CBC expects to be a resource for members navigating the healthcare changes coming in 2014.

Chris Cole, a Costco member and private-equity professional, credits CBC with helping him make the right choice for his family of six. "I talked to two people who were very professional, pleasant, knowledgeable and very straightforward," he says. "They made the process quite painless, and you could always get them on the phone." Cole was able to save nearly 50 percent over the coverage from his previous health insurance provider.

CBC also can recommend non-Costco products if they're a better fit for a member's health situation. "It's really putting your members' needs first," says Lisa. "Our plan designs serve the majority of our members, but there's a small percent that may be better served by a different plan."

Even after different health insurance options are presented, most members end up choosing Costco's offerings, according to Robin Bahl, CEO of CBC. She says, "If you're going to make a healthcare decision, check with Costco first. There's a good chance you're going to find value there."

For more information or to enroll in Costco personal health insurance, visit Costco.com and click "Services," then "personal health insurance." Reach CBC by dialing 1-888-536-0659, or use the chat or email options underneath the "Need Live Help?" section on Costco's personal health insurance Web page.



Tablet or smartphone?

Scan or click here to see a complete list of Costco's member services. (See page 5 for scanning details.)

Think Costco First



Costco members save on all new 2013 and 2014 Volvo models and are eligible to receive:

- Volvo Employee Pricing
 In addition to all publicly available manufacturer rebates and incentives.
- \$500 Costco Cash Card
 For completing a Redemption Form and Costco Auto Program member satisfaction survey after purchase.

On 2013 models, Costco members receive an additional **\$750 Off** Volvo Employee Pricing.

Costco members must purchase between April 15 and July 31, 2013.



VOLVO S60



For complete details on this limited-time offer, visit

Costco.com and search: VOLVO2 or call 1-800-479-5746.

*To qualify for this offer, Costco members must: (1) Register with the Costco Auto Program to locate a dealership participating in this promotion; (2) Purchase or complete a factory order between April 15 and July 31, 2013; (3) Be a current Costco member as of March 1, 2013; (4) Submit a Redemption Form after purchase and complete a Costco Auto Program member satisfaction survey by phone to receive the Costco Cash Card by mail. Please allow up to 8 weeks for delivery following survey completion. Costco and its affiliates do not sell automobiles or negotiate individual transactions. Tax, title and license fees are not included in the Costco price. Promotional details are subject to change without notice. Not all Volvo dealers participate in this promotion.



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48
Bottle
Variety
Pack

Contains Berry, Pomegranate and Grape Flavors

* This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



The ongoing efforts of Costco's Food Safety Program





Tracy Schneider fills May's consumer reporter slot with this behind-the-scenes look at a Costco program. Send your questions about this article to: buyingsmart@costco.com.

By Tracy Schneider

TWENTY YEARS AGO, in the Pacific Northwest, an outbreak of E. coli found in contaminated meat caused 700 people in four states to become sick; many people were hospitalized, and four young children died.

Since then, food safety has become a watchword among food purveyors across the country, and Costco has been at the forefront. The company's food-safety mission: "Promote continuous improvement in product quality, and food-safety systems, for the benefit of our members and suppliers."

"Food safety is really an oxymoron," says Craig Wilson, Costco vice president of food safety and quality assurance, explaining that no food safety program can be perfect. For that reason, he says, Costco has to be devoted to its food-safety efforts.

If you've never realized that Costco has an extensive food-safety program, Craig says, the company is doing its job. "We want our program to be as invisible as possible," he notes. "When our members come into our warehouses, we don't want them to think about food safety. We want them to have a great shopping experience, focusing on quality and value."

Costco's guiding food-safety premise is prevention, and the company has a fourpronged approach to prevent, reduce and respond to food-borne illness: microbial and qualitative review, the test-and-hold program, recall efficacy and food-safety training.

Microbial and qualitative review

Costco uses microbial testing to ensure that manufacturing processes are operating within controlled food-safety parameters. Chemical testing verifies, for example, that no pesticides have been used on the produce, that there are no sulfites or phosphates in the shrimp and that the farmed fish contains no antibiotics, mercury or PCBs.

The company tests an ever-expanding list of foodstuffs, including meat, fish and poultry. The microbial testing of raw and cooked beef takes place at Costco's Tracy, California, meat-processing plant. At Tracy, ground beef is tested for E. coli both before and after grinding.

Ready-to-eat produce and Kirkland Signature™ foods, including nuts, vegetable oils, bread and milk, are also tested. "Testing doesn't make food safer," says Christine Summers, Costco's director of food safety and corporate quality assurance, "but it does show that our processes for food safety are working."

The bulk of Costco's food-safety testing takes place at the 4,000-square-foot corporate quality-assurance lab at Costco's Issaquah, Washington, headquarters. Fifteen technicians and lab manager Robin Forgey test 900 different samples every month.

Qualitative DNA testing is used to authenticate products. Is the white fish that's labeled mahi-mahi really mahi-mahi? Is the Tuscano olive oil really from Tuscany? Costco's qualitative testing, which also



includes reviewing Costco bakery, food court and deli items, can ascertain each product's quality as well as its authenticity.

The test-and-hold program

Testing, by itself, is not enough. That's why all of Costco's food-safety testing, for both Costco and its suppliers, is performed on a "test-and-hold" basis. What exactly is test-and-hold? Before a supplier can ship ready-to-eat foods, be it sliced meats or cut fruit, the facility must test the product for pathogens and hold it on its premises until the tests come back negative. Only then can it be shipped.

All ready-to-eat produce, for example, is tested for microbial integrity. Costco's suppliers of bagged salads, cut apples and baby carrots are required to test their products for a range of bacteria at their facilities. No product can be shipped to Costco until the tests have been completed and the results are in.

If there are any issues, the product can't be shipped, and the facility must review its food-safety processes to identify and correct the problem. "The test-and-hold program has been so valuable, it's moving into all aspects of ready-to-eat foods outside of meat and produce where it hasn't been used in the past," says Christine.

Recall efficacy

Because of its very close working relationships with suppliers, Costco often learns of a food-safety concern even before it becomes public knowledge. When Costco becomes aware of a recall, the company acts quickly. Potentially harmful products are immediately pulled off the floor, while at the same time phone calls—1 million per hour—can be made to members who have purchased the product.

Even if there is only a suspicion that there might be a problem with a product, Costco will pull it from warehouse shelves and hold it until the concern can be confirmed or refuted. Information is posted online, members are called and letters are mailed. Costco has a 90 percent member contact rate, but it's not satis-

fied and continues to look for ways to reach every last member.

Food-safety training

Whether they're at the cash register, in receiving or boxing your purchases, all warehouse employees are versed in food safety. All managers, both food and non-food, and even buyers, must take an all-day class and pass a stringent, nationally recognized food-safety exam.

Standard sanitary operation procedures for all food-related processes are detailed and specifically written for Costco warehouses, with instructions for every task, from how to clean the frozen-yogurt machine to how to receive temperature-controlled products into the building.

Every day a warehouse staff manager inspects all areas of food production and performs a comprehensive food-safety walk-through of each location, beginning with observing the inside perimeter of the building, then the coolers and the freezers, and checking everything from temperature logs to hand sinks. Violations are noted and attended to immediately.

The future of food safety

Every year Costco reviews supplier audits—4,000 food-safety audits and 5,000 produce audits—all performed by third-party auditors. Costco even insists on shadow audits (audits of auditors) to verify processes and procedures. The audit program is unique in the industry and includes a multitude of in-depth assessments. If a supplier can't meet the requirements, Costco will not buy its products.

Of course, no program is perfect. "Nothing in food safety is 100 percent," says Craig. His team is now investigating new technologies to improve testing and exploring social media to improve communication. "Food safety is not static," echoes Christine. "We are constantly looking for ways to make our system better."

Tracy Schneider lives with her husband and daughter in Washington state.



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All financing provided through Essex Credit Corporation. Costco does not fund loans or participate in the loan process

* Estimated APR (annual percentage rate). Subject to loan program requirements and credit approval. Certain fees, closing costs and restrictions may apply.

** Executive Members receive a \$100 Costco Cash Card and Gold Star and Business Members receive a \$50 Costco Cash Card on each funded RV or boat loan 8 to 10 weeks after the loan is funded.

† Rates and terms may vary with market conditions and are subject to change without notice. APRs noted above are available only for consumer transaction applications submitted by May 31, 2013. APR is valid for 30 days from date of loan approval. For a refinance transaction, RV must be 2003 model year or newer and boat must be 1993 model year or newer and current loan must be open for a minimum of 6 months. For a purchase transaction, RV must be 2005 model year or newer and boat must be 1993 model year or newer. Maximum loan to value is determined by credit score and model year and is based upon base wholesale value. Maximum loan term may based on model year, loan amount, loan type and lender guidelines. Information is accurate as of March 15, 2013. This offer is not available to applicants who use their RV or boat as a principal dwelling (Full-Timer or Live-Aboard rates and terms. Other rates and terms are available.



COSTCO



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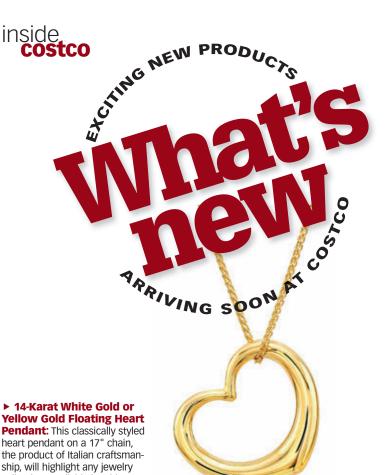
Heartburn relief with 24-hour power.

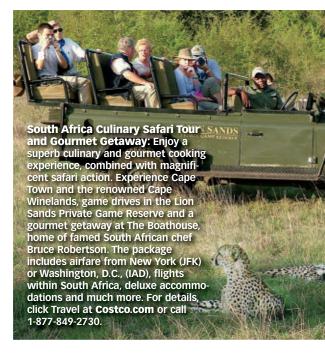


Stop being one of the 50 million Americans suffering from heartburn and start taking our leading heartburn treatment recommended by physicians. Kirkland Signature Lansoprazole 15 mg delayed-release capsules offer effective heartburn relief—24 hours a day!

A Dose of Quality and Value!

Exclusively from Costco Wholesale
WAREHOUSE ONLY | AVAILABLE NOW
Item #650402





Yellow Gold Floating Heart Pendant: This classically styled heart pendant on a 17" chain, the product of Italian craftsmanship, will highlight any jewelry collection. Available in white or yellow gold. Item #731487 (white gold), #731485 (yellow gold). Warehouse and Costco.com.

▶ Asscher-Cut Diamond **Ring:** 1.42 ctw, round brilliant diamonds contour the elegant lines of this stunning 1.00-ct. Asscher-cut diamond, set in platinum. Item #739694.

Costco.com only.





▲ Mortar and Pestle Set: This set is constructed from natural hand-ground stone; grinding on porous stone releases food's natural flavors and aromas. The pieces develop a beautiful dark patina over time, and look and perform better with age. Perfect for making guacamole, salsa, pico de gallo, mole and more. Item #668787. Warehouse only.



FOCUS ON:

Kirkland Signature™ Seaweed

SEAWEED HAS BEEN a delicacy for centuries, but recent studies have catapulted it to super-food status. These marine plants are rich in vitamins and trace minerals and have been credited with healing benefits ranging from digestion to heart health.

Kirkland Signature Roasted Seasoned Seaweed is harvested in South Korea during the cold winter months from November through February. "As with fruit, weather and time of harvest impact the quality," says buyer Kristen Hayes. "The cold water temperature promotes slower growth, allowing the seaweed to absorb ocean nutrients."

Kirkland Signature Seaweed is roasted, then lightly seasoned with a blend of corn oil, grapeseed oil, a bit of sesame oil and a dash of sea salt.

Available in a 10-pack of individual 17-gram packages, it's not only great for snacking, it adds a boost of flavor to soups, salads, and noodle and rice dishes. "Our seaweed shows a 30 percent savings compared with other roasted seasoned seaweed on the market," Kristen adds. Item #653919. Warehouse only.



July 31, 2013, will receive:

- Volvo employee pricing
- All publicly available manufacturer incentives
- A \$500 Costco Cash card

On **2013** models, members will receive an additional **\$750** off Volvo Employee Pricing.

2014 models will become available this summer.

Registration with the Costco Auto Program is necessary to ensure your purchase is eligible for this special promotion. Not every dealer is participating. Completion of a survey is required to receive the \$500 Costco Cash card.

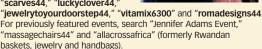
Call 1-800-479-5746 or visit Costco.com and search: VOLVO2.



ecial event

featured

Look for (A) Naturally Knotty scarves, (B) Lucky Clover jewelry, (C) Jewelry to Your Doorstep, (D) Vitamix blenders and (E) Roma Designs jewelry in warehouses during May. For an updated list of participating warehouses, go to Costco.com and search "scarves44," "luckyclover44,"







Click here for a list of special events by region.

ALASKA

Anchorage May 17–Jun 2 Hand-knotted rugs Anchorage II

May 3-12 Naturally Knotty scarves Juneau

May 3–12 Naturally Knotty scarves

IDAHO

Coeur d'Alene

May 31-Jun 9 Specialty mattresses Pocatello

May 24-Jun 2 Portable solar power **Twin Falls**

May 24–Jun 2 Portable solar power

MONTANA

BillingsMay 3–12 Smartsilk silk bedding Kalispell May 17-26 Portable solar power

OREGON

Albany

May 3–12 Portable solar power Aloha

May 10-19 Sebamed skin care Bend

May 17-26 Polish pottery May 31-Jun 9 Gunter Wilhelm cutlery

Clackamas

May 31-Jun 9 Spring Air mattresses

Eugene

May 3-12 Gunter Wilhelm cutlery May 3–12 Polish pottery May 28-Jun 9 Sun protection apparel

Hillsboro

May 17-26 Bamboo bedding and towels

May 17–26 Spring Air mattresses May 24–Jun 2 Safes May 24–Jun 2 Sebamed skin care

May 31-Jun 9 Polish pottery

Medford

May 3-12 Bamboo bedding and towels

May 24-Jun 2 Spring Air mattresses

Roseburg

May 3-12 Smartsilk silk bedding May 17–26 Gunter Wilhelm cutlery

Salem

May 28-Jun 9 Sun protection apparel Tigard

May 10-19 Safes

Warrenton

May 3-12 Spring Air mattresses

UTAH

Murray

May 24–Jun 2 Spring Air mattresses

May 10–19 Spring Air mattresses Orem

May 3-12 African baskets, jewelry and handbags

Salt Lake City

May 3–12 Polish pottery May 10–19 Skate gear

Sandy

May 17–26 African baskets, jewelry and handbags

Spanish Fork

May 17–26 Smartsilk silk bedding May 24–Jun 2 Polish pottery

West Valley May 24–Jun 2 Skate gear May 31-Jun 9 Smartsilk silk

WASHINGTON

Aurora Village

May 10–19 Massage chairs May 31–Jun 9 Portable solar power Burlington

May 31–Jun 9 African baskets, jewelry and handbags

Clarkston

May 3-10 Smartsilk silk bedding May 10-19 African baskets, jewelry and handbags

May 17–26 Specialty mattresses May 31-Jun 9 Portable solar power

Covington

May 24-Jun 2 Massage chairs May 24–Jun 2 Spring Air mattresses

East Wenatchee

May 28-Jun 9 Sun protection apparel

Everett

May 10–19 Gunter Wilhelm cutlery May 10-19 Spring Air mattresses May 28-Jun 9 Sun protection

Federal Way

May 3–12 Specialty mattresses May 10-19 Bamboo bedding and towels

Kennewick

May 10–19 Spring Air mattresses May 17-26 Portable solar power May 24-Jun 2 Bamboo bedding and towels

Dates and events are subject to change. Special Events for other regions may be found on Costco.com: type "special events" into the search box.

Health Fairs For dates and information, please see Health Fair Special Event ad on page 16.

Kirkland

May 17–26 African baskets, jewelry and handbags

Marysville May 17-26 Safes

Puyallup

May 10-19 Sebamed skin care Seattle

May 3-12 Polish pottery May 31-Jun 9 Safes

Seguim May 31–Jun 9 Portable solar power

Spokane May 31–Jun 9 Artune jewelry

N Spokane

May 17-26 Artune jewelry May 31-Jun 9 Specialty mattresses

Tacoma

May 24-Jun 2 Sebamed skin care Tukwila

May 3–12 Artune jewelry May 17–26 Polish pottery May 24-Jun 2 Gunter Wilhelm cutlery

Tumwater

May 3-12 Safes

Union Gap

May 3-12 Portable solar power Vancouver

May 3-12 Portable solar power

E Vancouver May 01-5 Yamaha pianos May 31-Jun 9 Bamboo bedding

Woodinville

May 3–12 Polish pottery

warehouse hours

Monday-Friday 10am-8:30pm Saturday 9:30am–6pm Sunday 10am–6pm Costco.com open 24 hours

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- Gently soothes with aloe and vitamin E
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- Baby, facial and cleaning wipes, paper towels and feminine hygiene products are **not flushable** and should be disposed of properly.

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To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.



WITH TEMPERATURES warming and skies clearing, many Americans have but one thought: It's boating season! If buying a watercraft is in your future, you might want to consider the following points before purchasing your dream boat.

Budget. In determining how much money you have available to spend on your boat, consider the cost to operate, properly maintain and insure it. Operating costs vary from boat to boat, but typically the biggest cost is fuel. If you're not planning on storing your boat at home, that cost needs to be factored in too. Also ask about licensing requirements.

Activities. How are you planning to use your boat? For waterskiing and wakeboarding you might want a different boat than the kind that will work for overnight excursions. Wakeboard and ski boats are designed specifically for the wake they produce, while cabin cruisers are built for overnight excursions.

Boat size. Purchase a boat that is just the right size to fit your needs. Are you planning on entertaining? How many people do you want to host? Are you operating on inland waterways or the open ocean? What is your experience level? How big a boat can you safely handle?

Time. How much time do you have to devote to a boat? This question involves how often you're going to use it as well as the time you have to maintain it.

Need help finding the boat that's right for you? Contact the Costco Auto Program. Participating Sea Ray, Boston Whaler and Harris FloteBote dealerships offer exclusive prearranged pricing for Costco members, additional incentives up to \$3,000 and all available national incentives. Members are eligible to receive a \$500 Costco Cash card after the purchase.*

To learn more about the program and to locate a participating dealership, visit Costco.com and search "Boat9" or call 1-800-816-5177.

 Only available for select vessels at participating dealerships. Other terms and restrictions apply.

COURTESY CMNH

DO GOOD, HELP YOURSELF

Giving to kids while being wise about insurance

FOR THE SIXTH straight year, Ameriprise Auto & Home Insurance will donate \$5 to Children's Miracle Network Hospitals (CMNH) each time Costco members receive an auto insurance quote during the month of May.*

Since 2007, more than \$390,000 has been contributed to CMNH through this program. CMNH uses these funds to support 170 children's hospitals across North America, targeting the money to where it is most needed.

The upside for Costco members is getting an auto insurance quote that may reveal significant savings over their current auto insurance policy. More than 300,000 Costco members have already switched to Ameriprise Auto & Home Insurance. It costs nothing to find out if you'll save, and kids in need will benefit in the process.

To find out how much you could save and to help CMNH at the same time, call toll-free 1-866-370-7998, or visit Costco. com and search "CMNHdonation."

*Offer not available to existing Ameriprise policy holders.

Get an amazing deal on new Volvos. See What's New, page 103.



Check it out

WHEN CHECK FRAUD became epidemic, new technology was developed to help counter the threat. High-security laser checks, designed to address many of the threats facing small businesses, are available through Costco at great value.



While all Costco checks come with state-of-the-art fraud-prevention features, these enhanced high-security laser checks help bolt the door against check fraud and identity theft with the addition of a 3D hologram medallion that is very difficult to reproduce with conventional printers and copiers, and thermochromatic ink that disappears when heat is applied and reappears once cooled. Toner adhesion provides an added level of security to ensure that toner and ink from your printer or pen cannot be removed from the paper.

To view the new high-security laser checks, visit Costco.com and search "secure check."



Tablet or smartphone? Scan or click here to see a complete list of Costco's Member Services. (See page 5 for scanning details.)

All services are provided by third parties, may not be available in all areas and are subject to change without notice. Some restrictions apply. See "Services" at Costco.com for applicable terms and conditions.

MEMBERconnection

HOW MANY OF US go on the trip of a lifetime, come back with a memory card full of photos, download them to a computer and forget them? Not Costco member Mary Coates Smith.

"My photography is of the highest priority when traveling," she says. During her 15-day tour of China in 2011, "I selected the cities and villages to visit based on their beauty and unique venues.'

Coates Smith was also struck by the warmth and friendliness of the Chinese people she encountered.

"I knew almost immediately that there was going to be something very different about this trip from any other country I had visited," she reports. "Call it intuition, call it instinct ... from the start of our trip I felt a real connection with the people."

Coates Smith returned to her San Diego home with more than 3,000 photos.

Her desire to share those photos and impressions led Coates Smith to selfpublish a book, Touched by China (www.mary coatessmith.com), featuring more than 90 pages with 178 pictures that illustrate the many sides of the country and its people.

"The first purpose of this book is to expose Americans to both the beauty of the people and the exquisite sites in China," Coates Smith explains. The second is to showcase what an amateur photographer can do with a high-quality camera. As she describes it, "I found the shot and the camera did all the work."—Anita Thompson



COSTCO MEMBER DAVE Edlund loves the excitement of a home run (HR) that goes splash.

Edlund waits for them in his kayak in the waters of McCovey Cove, outside AT&T Park, the San Francisco Giants' home field. He plays the cove like a right fielder,

paddling to a different position for every left-handed batter, and uses statistics to try to predict where the "splash hits" will land.

The regular McCovey Cove kayakers are friends, but when the radio announcer says a ball is hit deep to right field, it is every

kayaker for himself.

"Some of the HRs can be worth thousands of dollars to collectors," Edlund says. "But we do it for fun and the love of the game. Having an HR to chase now and then just makes a day at the park very memorable."—Steve Fisher

We want to hear from you!

If you have a note, photo or story to share about Costco or Costco members, email it to connection@ costco.com with "The Member Connection" in the subject line or send it to The Member Connection, The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.

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